

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXII, No. 6 NEW YORK, AUGUST 6, 1925

10c A COPY



B. A. I. S. 1925 with  
N. W. Ayer & Son

## *Behold this box!*

You press a pedal or turn a switch and it starts your car. You click a tiny lever on the dash and your pathway is lighted through the night. You insert a plug and your living-room is filled with the strains of a stirring symphony from New York, a jazz band from Florida, the gay program of a night club in Los Angeles.

Prest-O-Lite marks "The Oldest Service to Motorists." When wagons first went down the road minus horses, Prest-O-Lite led the field in equipping those grotesque vehicles with "eyes" and in giving service that they might continue on their clattering way. Today there is a Prest-O-Lite Service Station within earshot of any horn—motor-car or radio—and Advertising Headquarters is the station through which the message is broadcast.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



# Something more

- than distinguished art
- than excellent typography
- than splendid appearance

**MOST** advertising has all these today.  
But pick up an ad-full publication—  
really read the advertising—

**How much of it has "sell"?**

**How much of it memorizes itself  
with you?**

**How much of it contains a genu-  
ine Interrupting Idea?**

That is what Federal offers—copy that  
*Sells*—copy that packs every inch of  
space with conviction, sincere copy that  
rings true, and proves itself across the  
counter.

May we submit our Copy Exhibit—  
proving these points, and a lot more?



**FEDERAL ADVERTISING  
AGENCY INC.**

6 EAST 39TH STREET, NEW YORK

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXXII

NEW YORK, AUGUST 6, 1925

No. 6

## How Gordon-Van Tine Determines What Advertising Will Do

"We Know Exactly What Ours Will Do," Says Company, "And It Has Revolutionized Business"

By G. A. Nichols

IT takes three years for a farm-paper or magazine advertising campaign to reach its maximum powers in the way of producing sales volume.

The first year's advertising may be expected to pay for itself and perhaps a little more within that year. The second year it delivers 60 per cent of its selling power, and the third year the remaining 40 per cent.

Moreover, the advertiser can know just what the advertising is going to do at any stated time, thus making it possible for him to budget the whole process of manufacturing and selling so as to reduce the production and distribution cost, eliminate the spasmodic stops and jerks and correspondingly increase the net profit.

These three principles have been set down by the Gordon-Van Tine Company, mail-order lumber firm, of Davenport, Iowa, as the foundation upon which its entire selling program is built. It has learned them out of its experiences and has proved them to its complete satisfaction. Advertising is no longer guessed at around that establishment. Gordon-Van Tine has found out that it can tell what its advertising will do this month, next month, next November, this year, next year or any year in the future.

This may sound pretty big to those people, of whom there are many, who believe that advertising,

while a recognized force in business-building, is something that has to be taken absolutely and wholly on faith. Gordon-Van Tine had the latter idea. But it has found that advertising can be applied as accurately as mathematics itself.

What it all amounts to is that the company has standardized its advertising. It sets a certain quota of sales volume, and also of net profit, to be attained each month. Through repeated experimentation, and with the help of men who think in figures better than many of us can think in words, it has ascertained just how much advertising it must do to reach this quota.

Advertising, then, with Gordon-Van Tine has become much more than a mere proposition of selling merchandise. It has enabled the company to budget its entire business in the manufacturing and buying end as well as in the selling.

Selling and production costs have been reduced. The company is today selling more houses than ever before. But, because its advertising has eliminated the fits and starts and filled in the seasonal valleys, it produces and sells its merchandise at a lower cost than when its yearly volume was much smaller. The saving has come, too, entirely independent of the larger volume that now is being sold. Fewer people are employed

in the company's mills and fewer in the selling.

The reason for it all is plain.

Formerly, seasonal demand controlled the company's manufacturing and selling activities. It had to put on emergency pressure at certain times—inevitably a costly process.

But now the advertising itself is in control. The advertising determines the sales for any given time. And, since it can be known in advance substantially what the sales volume is going to be during that time, all the necessary manufacturing and stocking arrangements can be made without wasteful haste.

At first sight, the accomplishment seems almost too good to be true. But no Utopia has been built out there on the banks of the Mississippi River where the Gordon-Van Tine Company has established its headquarters for the mail merchandising of ready-cut houses and miscellaneous building material. The rules of merchandising are just as strict there as anywhere. The plan is solid enough, however, the best evidence being that it has worked and is working. Of course, it would not work *in toto* for all businesses. Every concern has problems peculiar unto itself alone. In finding out what it has about advertising, Gordon-Van Tine is not attempting to set forth any rule-of-thumb methods through which other businesses can go and do likewise. Nevertheless the story is significant as an illustration of the real power the right kind of advertising can wield in every part of a business when it is given an opportunity to exert itself in strictly an economic way.

The Gordon-Van Tine Company, as PRINTERS' INK readers well know, sells through a series of catalogues. Its activities in this direction have been referred to in these columns more than once. To refresh memories, it may be said here that the company specializes on ready-cut houses and other buildings. The catalogue contains illustrations and floor plans of a great number of standardized

houses. A lump price is quoted on each. For that price all the material necessary to construct the house will be delivered f.o.b. the company's mills. The lumber is all cut to the requisite lengths. The millwork is complete. The plumbing, hardware and other fixtures are included. Complete working plans are supplied.

The catalogue, in which the entire story is set forth, is the company's only salesman. To give the salesman entree to interested prospects, the company advertises it in a large list of farm papers, women's publications and general magazines. Each advertisement is keyed so that the source of all inquiries may be traced. A careful record is kept of all sales resulting from these inquiries.

W. A. Wilkinson, the advertising manager, has records for a number of years telling the amount of actual sales turned up by each publication in which the company has advertised.

It was upon an exhaustive study of these records that the company based its present plan of budgeting its advertising—a plan that quickly spread out to a point making possible the budgeting of all its business, including even the net profits.

#### SOME STATISTICAL DISCOVERIES

Without attempting to set forth the mathematical formulas upon which the company based its calculations and computations, and reduced to simple English, here is what it found out:

Approximately 10 per cent of the company's total sales volume, month by month and year by year, is untraced business. This is mainly made up of business that drops out of the skies, so to speak. People, apparently having been influenced by the advertising, or by some Gordon-Van Tine customer, write in for a catalogue or for information about ready-cut houses. Most of them, even after having been asked, do not recall just where or how they heard of the company.

Many advertisers place their advertising on faith. They believe in





*Meadowbrook*  
 California  
**SPORTS HATS**  
 for  
 Town and Country

**M**EADOWBROOK Hats, made in California by the Simon Millinery Company, reflect the spirit of sport of this great American playground. There is that clean-cut smartness about them that is the very making of a sport hat; the warm colorfulness that comes from sunny beaches. Nowonder they won local success instantly.

But Meadowbrook Hats have gone much farther. With all the trends of fashion flowing westward from New York, they alone in the field of Women's Wear bucked the tide, and spread eastward. Now, after only four years of advertising they are nationally known and nationally asked for.

The well merited success of a quality product, of course. But their success was speeded up and assured by the right kind of advertising, carefully planned, tastefully executed. Just another instance of *Truth*—well told.

**THE H.K. McCANN COMPANY**  
*Advertising*

NEW YORK  
 CHICAGO

CLEVELAND  
 LOS ANGELES

SAN FRANCISCO  
 MONTREAL

DENVER  
 TORONTO

it and are satisfied that it brings in business, although being unable to trace the business. They have reconciled themselves to the belief that advertising has to be permitted to work in a mysterious way and that only a fractional part of results can be definitely and positively nailed down to a specific advertisement or campaign.

The Gordon-Van Tine Company arrived at the 10 per cent untraced business figure by the process of elimination. Analyzing its carefully kept records over a long period it ascertained that an average of 90 per cent of its business could be traced to catalogue inquiries produced by the list of publications in which it advertises.

"With our fingers upon this 90 per cent," Mr. Wilkinson tells **PRINTERS' INK**, "we were in a fair way to find out what we wanted to know. The records showed the inquiries and sales from each publication, month by month, going to make up the 90 per cent. Studying the sales story thus set forth over a period of years, we found what we could expect for each year and each month. There was a certain general increase, averaging around 10 per cent, to be noted. Some months the sales were down and again they were up. This showed us just where we had to put on more advertising pressure and also demonstrated to us the extent of the pressure which was needed.

"Our records showed us that the first year's advertising placed in a new medium, or an entirely new kind of advertising placed in an old medium, did not, as a general thing, yield us any net profit that year. But it paid for itself the first year. During the second year it exerted 60 per cent of its selling force and during the third year 40 per cent. What this selling force is from each medium we had to determine by experimentation and analysis of our records. We have down in black and white just what each medium has produced in the way of inquiries and sales ever since we have been in it. What more definite and accurate criterion could we possibly have?

"These figures about the advertisements paying for themselves the first year, yielding 60 per cent returns the second year and 40 per cent the third are not based on any arbitrary principles. Neither are they the result of guesswork. They are the actual results gained by our farm-paper and magazine advertising over a period of years. With almost uncanny precision this general average has held good throughout the list. What has been done can be done again. We feel that we are entirely justified, therefore, in setting down this principle for the definite guidance and control of our advertising.

#### DON'T OVERLOOK THIS POINT

"But here is an element in the situation that must not be overlooked. If a medium is to yield 60 per cent of its selling power during the second year, it is necessary that the advertising in that medium be continued in undiminished volume during that year. This advertising placed during the second year will pay for itself, in addition to building up the cumulative value on the first year's advertising that enables it to yield 60 per cent.

"Carrying along the process, the advertising of the third year will pay for itself also and at the same time make the first year's advertising yield its 40 per cent and the second year's advertising its 60 per cent.

"From then on the process is continuous if the effort is unabated."

As an illustration of the principle explained by Mr. Wilkinson, suppose Gordon-Van Tine added a new medium to its list, say in 1921, after making the usual investigation as to its standing, circulation, editorial content and so on.

Judging by past performances of publications of similar standing on its list, the company is justified in expecting that the advertising in the medium will pay for itself the first year. In 1922 the inquiries directly traceable to that medium bring in sales of say \$12,000. (This is an extremely conservative figure which is far exceeded by

"I am glad to write a word of appreciation for Needlecraft Magazine. Our list is built almost wholly on actual results. In its classification with the leading publications in the women's field, *Needlecraft has given us results second to none over a long period of time.* This spring it has led the field in our so-called General Publicity class."

The above, written by one of America's largest and most successful manufacturers, (name on request) expresses the feeling for Needlecraft that exists among those advertisers who judge the value of a magazine as they judge the value of any other salesman—by the sales sheet.

Robert B. Johnston  
Advertising Manager  
New York

JAMES A. ROBERTSON  
Western Manager  
Chicago

ELIOTT D. ODELL  
Eastern Manager  
New York

DORR & CORBETT  
New England Representatives  
Boston



Member A. B. C.

numerous mediums on the Gordon-Van Tine list.) Experience has shown that this \$12,000, or whatever volume is gained from the medium that year, is just about 60 per cent of what the company may expect from the 1921 effort. Therefore it may look forward, during 1923, to getting \$8,000 more sales from the 1921 advertising, or the remaining 40 per cent.

But by this time the 1922 advertising, which also paid for itself that year, gets to work and yields *its* 60 per cent, or another \$12,000, in business. This, added to the 40 per cent, or the \$8,000, produced by the 1921 advertising during 1923, makes the 1923 business from the one medium \$20,000.

This \$20,000, attained during 1923, is a combination yield of the three years' advertising and shows precisely what is meant by cumulative returns. It is not until the third year, then, that the campaign produces its maximum results.

And now we come to the real value of the cumulative process. The company can look forward to \$20,000 or better from the same mediums during 1924. For it is during this year that the 60 per cent yield of the 1923 outlay comes into being, plus the 40 per cent from 1922.

By the same process \$20,000 may be counted upon as the minimum result of the 1925 effort and so on. Of course a fair year-by-year increase, above these figures, may be expected. Gordon-Van Tine is satisfied if the increase is 10 per cent. But the point is that after the advertising has reached its third year peak it can be kept *at least* at this figure through continuous performance. Thus the company is able to know what any one medium is going to do next year or the year after. Adding the figures, it gets the total expectancy (or certainty might be a better word) from all the mediums for the year. To this total it adds a possible 10 per cent for untraced business and then it knows what it is going to have in the way of volume.

Through the automatic opera-

tion of the records, the total is broken down into months. And here is where the company can know what it is going to encounter in any one month and govern itself accordingly. If next March, for example, is going to be an especially heavy month, merchandise can be arranged for in advance and all preparations made without rush or hurry. If July is going to be a light month not so much merchandise will be needed.

"By this standardization of our advertising," Mr. Wilkinson says, "and by taking into consideration such features of national conditions as we find necessary, we can carry our forecasting right on through the business. We let our mills know about what they have to ship week by week. With this information, they know what they will have to make up in advance and what they will need to buy. They know how many people they are going to need not only next month but three, four or six months ahead. All this has enabled us to smooth out a lot of kinks. We have practically eliminated snap decisions and quick moves which are so disturbing to an organization. When a concern has to wait until a certain volume of business comes in and then go out and hire a lot of people to take care of it, the business is going to be handled inefficiently at best.

"We can start out six months ahead, if need be, to build up our producing force to meet a carefully forecasted demand that we are sure will be made upon it. As a result, we find we are now handling a great deal more business in physical volume than we ever had before, but with a force that is reduced from 30 to 40 per cent under what we formerly had. We also find we are giving better service than we ever did, even though we scarcely ever have more than a sixty days' supply of goods on hand at any one time. We do not need to carry big inventories. Knowing what the demand is going to be, we are able to schedule and control our manufacturing so as to insure our supply and at the

(Continued on page 159)

Ask the Brooklyn  
newsdealers, if you  
are at all in doubt as  
to which Brooklyn  
newspaper has the  
largest sales in  
Brooklyn.

They know.

They will tell you it is the  
Standard Union.

They are "hard boiled,"  
and they tell the truth.

R. G. R. *Thurman*  
President

LARGEST BROOKLYN CIRCULATION OF ANY BROOKLYN NEWSPAPER

# And They Say Women Don't Reason

A Knockout Blow to Those Cynics Who Say It Does Not Pay to Reason with Women

IS it possible to write copy with a genuine appeal to reason and intelligence which will reach the wide variety of individuals, with their wide range of education and power to think, that make up the general consumer market? In other words, is a strong appeal to intelligence a good copy angle? Will it be effective with only a very small group? Or will it, when all results are tabulated, be found to have reached most of your consumers?

Apparently, one group of manufacturers has found that the appeal to the intelligence pays. And this in a field that has only women for its consumers! Possibly a knockout blow to those cynics who tell us that women do not reason.

The manufacturers who are trying out this angle of advertising are makers of corsets, and the work is being carried on through the Corset Manufacturers Association of the United States. The campaign, which was begun recently, runs one day every other week in one of the New York morning newspapers.

Its form is a two-column editorial of about 800 words under such effective headings as "Why Not Throw Away Your Corsets?" "A Panic in Fat," "Straight As an Indian," "Where Are the Great Women?" Each piece of copy is a thorough discussion of some phase of the corset question, and each seeks to state the case for corsets in a logical presentation of fact based on authority. Conditions, not theories, are discussed. And the appeal is to intelligent reasoning.

But, you object, most women don't reason intelligently. And the exceptions that do reason form such a small group of the corset-consuming market that it is hardly worth while aiming copy at them. Well, perhaps you're wrong

and have been overlooking a good thing. Here's what the man behind the gun in this campaign says.

"There have been many kinds of corset advertising to women," declares George Mayer of Strouse Adler & Company. "The last one of note stressed the reducing idea. Whether they have been good or bad is not for me to say.

"This present series, however, emphasizes no fad. The text deals primarily with the physical reasons for the existence and use of corsets. We think the ideas are well thought out and well written, showing clearly why women need corsets. The appeal is to intelligence. And we feel that if these editorials go over anyone's head, that individual will follow the leader anyway."

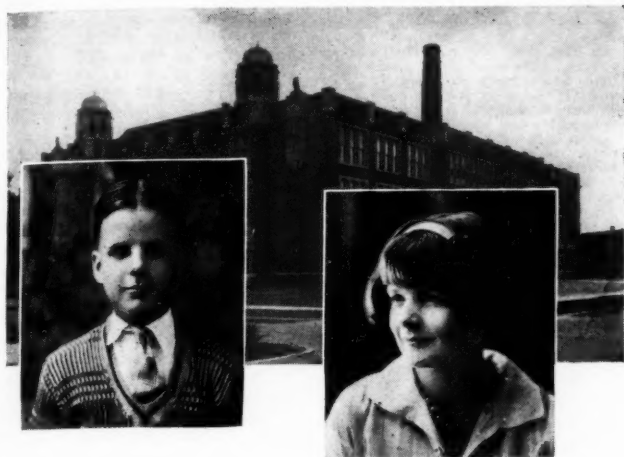
## A CAMPAIGN DIRECTED AT WOMEN LEADERS

That last sentence holds the big point. "If these editorials go over anyone's head, that individual will follow the leader anyway." The campaign has been planned with the idea of giving the facts the presentation they deserve with no attempt to talk down to any imagined average audience. If it is admittedly true that, in dress, women follow a few style leaders, then, reason the corset manufacturers, the best way to put corsets in demand is to appeal to those leaders—the others will follow later.

The first of this series gives a good idea of the style and type of fact presented in the others. Here are parts of it:

Why not throw away your corsets? Well, why not? In this day of woman's unchartered freedom of the Bolshevik figure—are corsets only another obsolete tradition to be cast aside?

One of the remarkable features in the career of the corset is its peculiar attraction for that roving object—the public eye! Not only the Dress Reformer, but the City Editor, Minister and College



## *They'll soon be off to* **SCHOOL**

—and thousands more like them. Live, alert youngsters who will want (and get) the last word in clothes, travel equipment accessories, sporting and athletic goods, personal requisites—in short, the whole catalog of school-day “fixin’s” that young America uses.

*You Can Secure Immediate National Publicity  
Before This Golden Market Through*

## **THE YOUTH’S COMPANION** *Now!*

Only weekly in the youth’s field.  
Short closing date.

Circulation to the cream of the country.  
What space shall we reserve?

**THE YOUTH’S COMPANION**  
8 Arlington Street                      Boston, Mass.



Professor have always taken it upon themselves to condemn, condone or advocate—but always mention—this intimate article.

On the whole, the past of the corset is dark and sinister. Starting from Crete, hundreds of years before Homer sang, it holds a record for unique physical discomfort. In the twelfth century it was steel-woven and worn only by men for protection against the stealthy thrust of the assassin's dagger. It reached its height of physical menace in the reign of Catherine de Medici, when no court lady was permitted to have a waist measuring more than thirteen inches. Sarah Bernhardt in *L'Aiglon* first banished the wasp waist and introduced the boyish, unconfined, cylindrical figure—the rational corsets!

There is more in this corset problem than meets the eye. It dates back over 400,000 years to that period when man first rose on his hind legs and began the struggle for good posture. To keep upright is still more difficult in a losing fight against sedentary strain, gravity, old age, sickness and the hazards of pregnancy. Women more especially, have clutched at whatever artificial aids might help to maintain this necessary erect posture.

Grotesque corseting is of the past. Firm corset support for the lower abdomen which reinforces tired muscles is not only permissible but desirable, and this is the scientific basis upon which all good modern corsets are built.

Every human being is endowed at birth with self made corsets—muscle bands which interlock and mold the figure. Perhaps in some Glad Hygienic Day these natural self made muscle corsets will give women that ideal posture and figure, without artificial supports, but not so long as they must continue to live imprisoned in cities, matching their puny strength against the forces of civilization.

Going on to point out the grace that corsets lend to carriage, the editorial ends with a note that is sounded in succeeding advertisements: "This graceful, erect carriage is not only a matter of health, but a reflection of good breeding and class distinction."

Under the heading, "A Panic in Fat," an advertisement takes up the passion for youth and the thin, flat figure. Under "Straight As an Indian," is a frank discussion of the difficulties of keeping good posture.

In taking up the question of "Where Are the Great Women?" still another piece of copy points out that "the new woman with her much vaunted culture, freedom, and success in business, politics, domestic and social life is a bit too self-complacent and needs a friendly gesture to remind her

of certain physical handicaps to her highest ambitions. Corset support is a defence against the common foes to successful careers."

All of this is clearly and frankly put, and quite evidently appeals to intelligence rather than emotion.

What have been the results? According to Mr. Mayer, "We have had many comments from varied sources on the soundness of these editorials. But what best shows us where we stand is the attitude of the separate manufacturers who are putting up the money for these advertisements. We obtained money for the first one, and ran it. Then we got more money and ran a second one. And so on. There was no definite time set on the campaign. How long it was to run was dependent upon the manufacturers. So the answer to what have been the results is that so far the manufacturers have been pleased to put up money for succeeding editorials."

Another indication of what the reception of this campaign has been is the number of requests from dealers who have reacted favorably and have asked for reprints of the advertisements. These reprints are made into small four-page folders and one store has asked for as many as 10,000 copies for distribution among its women customers.

### Lloyd Maxwell, President, Williams & Cunyningham

Williams & Cunyningham, Inc., Chicago advertising agency, has elected Lloyd Maxwell president and general manager. Guy C. Pierce was elected vice-president; Lewis L. Williams, secretary, and Harry A. Bates, treasurer. Henry P. Williams continues as chairman of the board.

### Kansas City "Journal-Post" Advances W. C. Smith

W. Courtright Smith has been made advertising manager of the Kansas City *Journal-Post*, with whom he has been for the last two years.

### Smith & Ferris Augment Staff

A. V. Echternach, who recently conducted The Echternach Advertising Company, of Los Angeles and San Francisco, has been added to the production staff of Smith & Ferris, Los Angeles advertising agency.





Practically everybody who buys a musical instrument lives at home if not actually the head of the family.

The **CONSISTENT LEADERSHIP** of the Buffalo Evening Times, in local display musical instrument advertising, placed by merchants living in their market, year in and year out, stamps the Times as the recognized medium for reaching the real buyers of the household—the great purchasing power of any community.

**Musical Instrument Advertising  
(Display) for the First Six Months  
of 1925, in Lines Six Days a Week  
(Sunday advertising not included)**

Times .....	124,240
News .....	88,426
Courier .....	66,052
Star .....	57,923
Express .....	35,085
Post .....	8,345

## THE BUFFALO TIMES

*Evening—Sunday*

**NORMAN E. MACK, Editor and Publisher**

**VERREE & CONKLIN, Special Representatives**

New York Chicago Detroit Kansas City San Francisco

# *"More than a Million or More"*

**T**HE average net paid circulation of the Chicago Sunday Herald and Examiner for the six months ending March 31st, was

**1,120,294**

This is the highest record ever attained by any American newspaper. It is the peak of a record that has been maintained at "more than a million for more than a year."

The vast army of readers who have contributed to this achievement are a prosperous class, a discriminating class for they pay more for the Chicago Sunday Herald and Examiner than they would have to pay for another newspaper.

## **Chicago Herald and Examiner**

NEW YORK: 1834 Broadway

# oor More than a Year"

National advertisers have the benefit of this Niagara of sales power at the lowest milline rate of any Chicago newspaper, daily or Sunday—in fact of any newspaper rate of standard record.

The advertising message of any manufacturer of a meritorious product, printed more than a million times in a single issue, placed in over a million homes, and read by more than three million people, will naturally be translated into sales.



*Circulation Is Power*

**"BUY IT BY THE MILLION!"**

# land Examiner

SAN FRANCISCO: Monadnock Bldg.

# Into the Store— and Out!

*(Attention Space Buyer and Sales Manager)*

One-time distribution does not pay—often it means a hostile dealer with his shelves full of stickers.

Continuous distribution—"repeat orders"—is assured in Chicago to legitimate products advertised in The Chicago Daily News. Experienced dealers know this and cheerfully co-operate with manufacturers and jobbers who advertise in The Daily News. The Merchandising Service of The Daily News is effective in obtaining this cordial co-operation.

The Merchandising Service of The Daily News helps get your goods into the store, and Daily News advertising sells them for the dealer.

With 400,000 daily average circulation—approximately 1,200,000 daily readers—The Daily News reaches the great majority of Chicago buyers, and it is the outstanding buyer's directory and guide of most Chicago households. This fact is proved by its continued leadership among Chicago daily papers in the volume of display advertising printed.

In the first six months of 1925 The Chicago Daily News printed 7,926,577 agate lines of display advertising, exceeding the daily paper having the next high record by 1,656,634 lines.

To get your goods into Chicago stores—and out, follow the lead of successful experience and advertise more—and most—in

**THE CHICAGO DAILY NEWS**  
*First in Chicago*

# When They Try to Rough Me

A Few Ideas Handed Out by Dan Budd

By Roy Dickinson

DAN BUDD runs the general store at Beechwood, N. J. That is pretty close to his real name and place. I'd like to show his picture and one of his big white house which, on a broad green lawn, carefully tended, faces the most friendly of still-flowing rivers. But as he said, "if you put down my real name I can't mention real names, else some of these special trouble fixers will be up from New York pestering me to death."

Dan is a busy man. He has recently opened up a new store at Pearl River, and has another one under way at Ridgefield, ten miles away. Somewhat in the manner of J. C. Penney, he has trained two clerks to run the stores, has incorporated two new companies, one for each new store, and given each man some stock, to be paid for out of earnings. On the side of his store is a sign which indicates he is also a "broker, insurance agent, and real estate." It was just after I had put a prominent research man on the 7:09 train for New York that I dropped in to talk to Dan about the manner of men who call on him to sell goods. Dan has some ideas he thinks a few manufacturers may be interested in hearing about. Here they are, in his own words:

One thing you might tell 'em is this—I haven't noticed it so much since 1919: Salesmen are getting lazy again. Here I am. I open up at a quarter to seven. There are thirty or forty salesmen who make this territory regularly. Lots of 'em have cars. It gets light early these days. Wouldn't you think at least two of them would get in here by eight o'clock once or twice in the season? Not a chance. The first one will blow in here about ten-thirty, just when I'm getting busy to take care of the morning rush. We close at twelve every Wednesday in July

and August. A lot of the salesboys don't seem to know it yet. The best time for me to talk business is from seven to nine—two hours when I'm not so busy. Only one or two seem to know it. Looks to me like they're taking things pretty easy.

But even at that they are a pretty good bunch. Got good common sense, most of 'em. I like the way the National Biscuit does business, for one. They don't make the mistake so many companies still make. They don't talk big profits. They never get rough, either. Every once in a while one of their merchandise experts comes along—not to sell but to help. Now I don't like a man to come in here and tell me how to run the store. But these men know better. They tell me, for instance, if I'll give them certain figures on my volume they'll tell me the actual net profit on my National Biscuit items. Got it all figured out to the cent. That system of theirs gives you some good dope on the rest of your stock. There's different ways to help a man. Theirs is a good way. Others are fresh about it.

\* \* \*

These biscuit people bill me on one item \$1.20 a dozen. I sell it for ten cents a package. Looks bad. My young man down at Pearl River was going to turn down their offer of the rack you see out in front of the store with all the different packages in it. He couldn't see why he should keep selling a thing at the price he paid. But he's new. I showed him how the company gives us 10 per cent back on a \$100 sale on the item and fifteen on two hundred. When I figured out with him how fast we could move the item out if we got behind it here in the picnic season, he saw it better.

That's what some manufactur-

ers don't know yet. Just yesterday a salesman tried to rough me into buying a new bottled drink. Showed me the ads. Said I could get it by the dozen for eleven cents a bottle and ask a quarter for it. I told him, "Young man, I don't want to take that much profit. On everything in the store from Veteran Cut Plug to oil lamps I want to make as little as I can as fast as I can." Lots of them don't know that yet. You'd be surprised.

\* \* \*

There's that Seeman's Cracked Wheat, or whatever they call it. Now the White Rose brand is well known. It's a good line. You've bought it yourself. The wheat food in their line is just like Cream of Wheat. But do you know, I can't hardly give it away? Good product, nice profit, but people don't know about it. You got to tell 'em nowadays. The salesman argued me into taking a small supply and there it lies on the shelf. It doesn't move and it takes up room. If anything ever needed some advertising it's that.

\* \* \*

I carry a line of newspapers and magazines, too. And I can tell right away when a new thing comes on the market. Mrs. Phillips, who has the camp for boys up on the hill, will come in and buy some papers and a couple of magazines and the next time she comes in she'll ask me, "Do you carry any of that Flit?" or "Have you got some of that Old Essex?" They always seem to say "that" before the name when the thing is first new. Now I've been keeping store a good while and the way I do on these new things is wait for six calls from customers I know, before I put any in. I figure that is about the right number of calls to see if the thing is going to go at least as far as my trade goes.

\* \* \*

Take that Flit now. Nobody tried to rough me into taking that. There was no fancy selling connected with it. The regular fellow from the Standard Oil, I mean

the one in a little car that sells their lamp chimneys, floor polish and the like of that, he sold it to me. You can see I have about a half-dozen left out of the dozen he sold me last week. There wasn't quite six people asked about it, maybe four. Then he came in. Had one of their funny little ads with him. Asked me to try it. Showed me how it worked. Told me prices, so I put it in and it sells real good. There's one thing about it, though, I'm going to tell the Standard Oil, maybe today when the man comes in. They pack one of the sprayers in each package. Some of the people around here have a sprayer they got with something else or one they use for something around the house. They want the Flit without the sprayer for less money. Maybe the company could put out special bottles separately. Maybe they do now, but they didn't tell me about it, so I'm going to tell them.

\* \* \*

You see that Davis Baking Powder window display out there that takes up the whole window on one side of the entrance? Well, I put that in after about four salesmen had tried to rough me into putting in one of theirs. This Davis man worked right. I like to get to know a man, and when he took the territory he took time to get acquainted a little. Used to drop in when I was sitting on the porch. Not to talk business. Just for a minute to talk about the fishing up at Bear Swamp Lake or something like that. He left me a couple of samples. My wife tried it out and we liked it. Then one day last week two fellows came in to make me take a window display and the next day two more. Right put out about it they were when I wouldn't buy. Didn't talk merchandise, you understand. Just tried hard and fast to sell me the display. Then the salesman from the Davis company came along. Waited while I attended to a couple of customers and sold me a nice bill of goods. Talked quality, prices, and gave me a new recipe for the kind of

There'  
and I've  
one time  
boy is t

biscuits I like. He went right after the order in a nice way. Then after he had sold me, he asked whether I would like some advertising material. Said he had a good window display out in his car; would just about fit that right-hand window. I told him sure, go ahead, and he did; so there it is.

\* \* \*

I like to get to know a man, so maybe I'm a hard fellow for the new man on the territory to sell. There was a new coffee man came out on this territory, though, to take another man's place, who pulled a good one on me. The first time he came in, he asked me what I thought was the best approach for a salesman to make. He told me he wanted to do things the right way, so he asked me. In all the time I have been in business this is the first time that was pulled on me. Well, I wasn't very busy at the time, so I pulled up a chair for him here and we had a nice talk.

I told him if the customer was a big buyer and worth working on at all he was worth working right. If I was a salesman, I said, I would try first to find out from the neighbors what the buyer thought about and liked to do outside of business. If he liked fishing like I do, I'd find out something about fishing whether I liked it or not. I'd be brief on my calls. At the store I'd be all business, but once in a while I'd drop the man a note about the thing he liked or drop in at the house for only a minute. I'd talk small profits instead of big ones. Then I told him a whole lot more along the same style. He seemed to appreciate it. Every time he comes in now he only stays a few minutes. I have to ask him to wait a minute sometimes, he works so fast. I think I'm helping make a real salesman out of that boy, but his first shot at me wasn't so bad at that, do you think?

\* \* \*

There's another thing I told him and I've thought about it a lot at one time and another. My oldest boy is taking a course in sales-

manship, going to go with a drug house, and there isn't a thing in his books about it. It's this: A salesman, no matter how good his line is, or how many ideas he has, depends on his voice to get them over. Hardly any of them know how to use it. Now I have no use for this Darrow at the monkey trial. He's an agnostic and don't seem to believe in anything. But according to the papers he sure does know how to use his voice. I read where it told how sometimes he dropped his voice to a whisper, then again he'd raise it to a thundering tone. Even down there in that little town where they hate him, they respect the way he argues and uses his voice to influence the men who are in at the trial. Not one salesman in ten knows how to use his voice. Some of them talk too loud. Some talk so low you can't hear them. Most all of them talk the same way all the time. It seems to me more of them ought to learn how to use the thing they depend on for a living. So many of them just try to rough it through.

\* \* \*

You ask me what I mean by saying they rough me. I'm telling you something. Nothing makes me madder than the man who comes in and tries to act rough with me. This territory is full of them. They keep a chip on their shoulder. They seem to think I might get rough with them any minute, so they try to beat me to it. They pull this stuff about "Do you mean to tell me that you can't sell a quality product?" or "Didn't you ever stop to think?" No matter if a customer does come in while they're talking they won't stop. Not them. Just go right on arguing. Seem to be daring me to get mad and lots of times I do, believe me.

\* \* \*

It's bad enough when they try to rough me when I'm alone, but when they try it before somebody else I'm through. Like last week: A salesman who had called on me a few times from a tea company came in with some sort of a special with him. One of those men

who go out on the job once in a while to see how the boys are getting along with the customers. The salesman, who had always been a pretty decent sort of fellow, introduced me to his man-higher-up and then started to try some strong-arm selling. I was surprised. He never acted like that before. You know. He was trying to make a hit with his boss, so he thought he'd show him just what a whirlwind he really was. Well, even at that, I thought I'd be nice to him. I didn't want to cause him any trouble. Once before I'd bought a few of his little ten-cent packages of tea, so I told him I might take another small lot. But he was hot after me to take on the half-pound packages. I suppose orders had gone out from the big boss to push them. Now I didn't want any. There is another brand in that size that goes fine in my section here, and there was no reason I should add his. My idea is to stick to a few items in each line, well-known ones, that I can move fast. But you should have heard him ride me. He pounded the counter, he talked loud and he got rougher and rougher with me.

It got so bad I couldn't stand it and all the time the other man with him was just listening. Maybe he had coached the boy to act that way, I don't know. Anyway, there were a couple of customers waiting to see me and I finally said to him, "If you don't stop this rough business right here and now, I'll never let you inside this store again, and I mean what I say." That finally stopped him. He made a sort of apology, I went to wait on the customers and in a few minutes they both went out and they *didn't even have the order for the ten-cent size.*

\* \* \*

Those days are past. No store-owner wants to be roughed in front of his customers, and he doesn't exactly hanker after that treatment when he is all alone. The worst time of all to pull rough stuff is when the man is trying to show off. I won't stand it and I don't believe any other buyer will. The manufacturers

should remember that, especially when they are putting out a new item, or trying to push hard on one product in the line which has been moving slow. That is mostly when the salesman tries to rough his customer, and more often than not he loses that sale and a whole lot of others besides. But let a man get in to see me early in the morning, be decent and polite, tell his story and get out, and I'm a good man to do business with. Excuse me now; here comes Mrs. Brindle to look at a new oil stove.

### A. S. Hinds Company Merged with Lehn & Fink

Three nationally advertised products, Hinds Honey & Almond Cream, Pebeco and Lysol, have been brought under the direction of one company following the formation of the Lehn & Fink Products Company, at New York. The new concern has acquired all of the stock of the A. S. Hinds Company, Portland, Me., and Lehn & Fink, Inc., New York, which owns the entire stock of Pebeco, Inc., and practically all of the stock of Lysol, Inc.

The Hinds company was founded more than fifty years ago by Aurelius S. Hinds, who has remained the active head of the business until its recent transfer. The company also manufactures vanishing creams and lotions.

Lehn & Fink, Inc., which was founded fifty-one years ago, in addition to Pebeco tooth paste and Lysol disinfectant, also supply the wholesale and retail drug trade with pharmaceutical and medical products. Edward Plaut, for the last five years president, will be managing head of the new company.

The manufacturing of Hinds products will be transferred from Portland to the Lehn & Fink laboratories at Bloomfield, N. J.

One of the important plans of the Lehn & Fink Products Company, it is reported, is the national advertising scheduled for products under its control. More than \$1,250,000 is being spent annually in national advertising, displays, samples and other selling methods. The cash purchase price of the Pebeco and Hinds trade names and goodwill was valued at \$6,214,421.

According to Mr. Plaut, it will be the purpose of the new company to more aggressively push the sale of its specialties and, from time to time, to add to the line by acquiring similar products. Considerable attention also will be devoted to extending distribution in foreign markets.

### Willis Osborn Leaves "System"

Willis Osborn has resigned as Eastern advertising manager of System.



## Selling "baby coaches" to Philadelphia's half-a-million homes



NEW babies must have the best, and Philadelphia's fond Mammas and Papas spend over 1½ million dollars a year for baby carriages! Big population. Always growing. Big market. Big expenditures. One big paper to help you get your share.

The reader confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

The Bulletin goes into practically every home in and around the great city of Philadelphia and makes it possible to reach this huge market of nearly three million people—third largest in America—through one newspaper at one cost.

With a circulation of over half a million copies daily The Bulletin dominates Philadelphia.

## The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

526,796

Average Daily Net Circulation for Six Months Ending March 31, 1925  
(Copyright, 1925, Bulletin Company)

## Reliability of Sun

☞ While still the dawn is peeping over the bay, before the first Baltimore housewife has poked her head out to look for the milk, the Sunpapers have been delivered into the homes throughout the length and breadth of Baltimore's ninety-seven square miles.

☞ And again long before the sun is set, the Sunpapers are at the door.

☞ The Sunpapers are delivered regularly to Baltimore's homes by 121 carriers, with over 1,000 assistants.

☞ This service was inaugurated in 1837 with the first issue of The Sun.

☞ It is an exclusive service—each carrier is responsible for the work of

# Carrier Delivery

his assistants in the territory covered by his route. He is a business man whose sole business it is to see that the Sunpapers reach the Sun reader, rain or shine, at his home.

☐ Therefore, Sun circulation is in the main home circulation, family circulation, regular subscribers—the kind of circulation that pays the advertiser.

Average Net Paid Circulation for 6 Months  
Ending March 31, 1925

**Daily (M & E) 247,320**

**Sunday - - - 182,031**

A Gain of 3587 Daily and 4527 Sunday Over  
Same Period a Year Ago.

*Everything in Baltimore Revolves Around*

**THE**

**MORNING**



**EVENING**

**SUN**

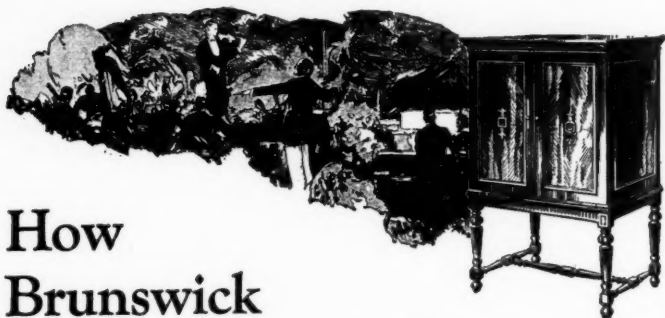
**SUNDAY**

JOHN B. WOODWARD  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

GUY S. OSBORN  
360 N. Michigan Ave  
Chicago

---

BALTIMOREANS DON'T SAY "NEWSPAPER"  
--THEY SAY "SUNPAPER"



## How Brunswick Doubled Sales in Milwaukee

**D**URING 1924 Brunswick Radiolas, Phonographs and Records were advertised in the Milwaukee-Wisconsin market exclusively in The Milwaukee Journal. As a result, Brunswick dealers enjoyed an unprecedented increase in business, reaching a peak in the early fall months when sales were more than double those of any past season!

Furthermore, this was accomplished at a remarkably low advertising cost per sale, according to the Brunswick-Balke-Collender Company. They attribute this economy to the fact that The Journal alone thoroughly covers and sells the Milwaukee-Wisconsin market—a fact well known to the most successful national advertisers.

---

*Read by more Milwaukee and Wisconsin people than any other publication in the world.*

---

**The Milwaukee  
JOURNAL  
FIRST - by Merit**

---

# How Warehousing Costs Can Be Turned into Extra Profits

The Secret Is Found in the Plan of Quoting an "Ex-Warehouse" Price

By H. A. Haring

**W**AREHOUSED stocks stand midway between the factory and the trade for the two-fold purpose of sustaining distribution for the factory and enabling the dealer to turn his capital with desired frequency. The illusion that the warehouse is but a morgue for dead merchandise has evaporated and the tremendous growth of merchandise warehousing during the last few years is evidence that stocks are being warehoused to buttress the selling department.

In addition to sustaining distribution, warehousing serves to cut costs in many particulars, such as savings in freight, reduction in insurance, elimination of delays in transit, lowering of factory overhead, predetermination of expenses of delivery, etc. To these may be added another phase of the economy of warehousing spot stocks. This newest advantage is found in the fact that, by warehousing judiciously one can obtain all the benefits of this method of distribution with no net cost—in fact, with a lower cost than by former methods. In other words manufacturers can use the services of the warehouse and at the same time show cuts in cost.

From the manufacturer's viewpoint, the policy of maintaining warehouse spot stocks throughout the country has come to be looked upon as profitable, as well as necessary. From the angle of customers—both jobber and retailer—the presence of convenient spot stocks is even more valuable, so desirable, in fact, that they are willing to pay a price in the form of a premium more than equivalent to the cost of warehousing the goods. A price may be commanded, in other words, for goods ex-warehouse that offsets the entire expense. The manufacturer, in such a case, not only is ahead

the original savings he contemplated, but is also permitted to pocket a premium in the price he receives.

Where the manufacturer distributes to the trade direct, it is presumed that stocks will be locally maintained to serve the trade as wholesalers do for competing lines. Where, however, distribution is through jobbers, fundamental changes have come of late years, chief of which is that, today, the jobber expects from the manufacturer almost the same shipping support that is given the retailer. The whole process of providing reserves of stock has been forced back one stage nearer the ultimate source, which is the factory.

The jobber is not the quantity buyer he once was. As a New England maker of vises said: "We sell probably 400 jobbing accounts in the country but not twenty of them are carload buyers" (hardware and similar jobbers). In Detroit, there are thirty jobbers of groceries and four concerns which buy for chain stores and yet of the thirty-four only two can be classed as carload buyers except possibly for flour and sugar.

## THIS MAY SURPRISE SOME FOLKS

Wholesalers of highly competitive lines necessarily work on close margins. To fit the demands of just this class of jobbers have come spot stocks of the makers' goods, and it may be a bit surprising to those manufacturers who have not observed the fact to be told that jobbers will pay premiums for goods ex-warehouse.

The carload-buying jobber seldom gets so low in stock as to depend on local stocks of the manufacturer. With small jobbers, the exact reverse is the case,

and since small jobbers outnumber big jobbers it is estimated that for groceries and for hardware fully 50 per cent of the jobbing business is done through the hundreds of smaller jobbers. It is, further, a characteristic of jobbing that jobbers will not borrow stock from each other. It is also true that shortages in wares are not made good while the customer waits as is the rule with retailers.

Nevertheless, the small jobber must secure carload freight rates in order to compete. The spread between carload and less-than-carload rates would be ruinous. The manufacturer, therefore, holds jobbers' orders for each city until enough have accumulated to make a carload. Then the assembled lots are shipped in a pool-car for breaking up and distribution at destination. When the manufacturer supplies his jobbers in a single city through a stock in warehouse at that point the benefit of carload freight rates is obtained, because warehouse stock is shipped in carload lots.

For example, a Cleveland paint and varnish maker carries spot stocks in Syracuse. In a talk, the sales manager said:

"It was not fair to our large distributors to sell from Syracuse warehouse to small jobbers at the same price. The carload buyer had to wait for factory shipment to come in but the little fellow sent his truck to warehouse for goods which carried the same discount and on which we held the freight down to the carload basis.

"We decided to charge fifty cents extra per case for tins, but later made this twenty-five cents, for all stock out of Syracuse warehouse either for local jobbers or for shipment by local freight. Our men explained to the trade that the immediate delivery and quicker turn of stock was worth it, and the opposition was so small as to be nothing.

"Warehousing costs something like three cents for handling, and another three cents a month for storage; so, you see, we make money by warehousing the paint."

A warehouse to which stocks

are consigned charges by the month for storage. The rate is a complex of size and shape of the goods, nature of package and its weight per cubic foot, its liability to damage other goods or its susceptibility to receive damage, its liability to ferment or to freeze, and many other qualities. Rates for storage, however, are quoted either per hundred pounds or per package—box, crate, case, barrel or bundle. The owner of the goods knows in advance what will be the storage charge per month.

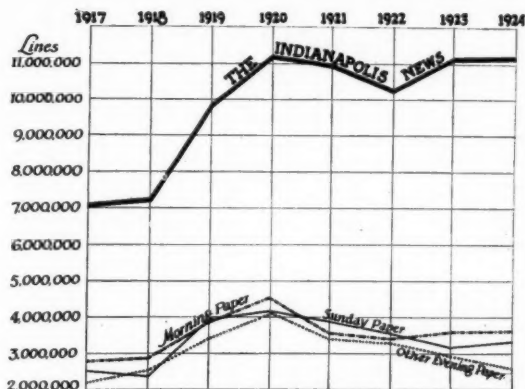
#### DETAILS OF HANDLING CHARGES

For putting the goods into storage and later for delivering them, the warehouse does certain handling. There is also the matter of proper accounting and reporting of balances, shipments, receipts, etc., to the manufacturer. These services are covered by the warehouse's handling charge. For warehouses in New York City the standard conditions are that "handling charges cover the ordinary labor and duties incident to receiving at warehouse door or adjacent bulkhead, stowing, redelivery to warehouse door, goods in original packages, and do not include loading or unloading cars, lighters, trucks or other vehicles." For most warehouses outside of New York, the handling charge is more generous in its coverage in that it "covers unloading from cars, assorting where required, stowing away, assembling at platform, delivering to customers' trucks and forwarding of shipping advice on each shipment." Beyond these charges for storage and for handling there is the cost of insurance for the goods in warehouse. These three items cover the direct warehouse expenses, other items being incidental services in which the warehouseman acts as agent for the owner in such matters as honoring orders, rendering invoices, collecting accounts, stenciling packages, negotiating loans, prepaying charges, etc.

The district manager for one of the Minneapolis millers whose

T  
New  
DAN  
110

## Local Display Advertising



## Compare the Gaps!

**F**OUR million lines ahead of the second paper in local display lineage in 1917, The Indianapolis News climbed to seven and a half million lines ahead in 1924. *Increasing leadership!*

Local merchants *know*. They may not interpret advertising in terms of "millines", "consumer influence and responsiveness", "class" or "mass"—but they do very definitely and infallibly know how to interpret a newspaper in terms of *dollars* in return for *dollars* spent. The newspaper they so overwhelmingly prefer on the basis of sales and profits made is certain to be most productive for you. Why guess or experiment in face of such facts as these?

## The Indianapolis News

New York Office  
DAN A. CARROLL  
110 E. 42nd St.

FRANK T. CARROLL, Advertising Manager

Chicago Office  
J. E. LUTZ  
The Tower Building

territory included Iowa and other States, thus described his methods for Iowa:

"It's reached the point that every hamlet has someone who is entitled to wholesale discounts. We have a dozen times as many as four years ago, but they'd never be able to take on a carload at a time.

"Mill shipment is too slow. I can't afford, either, to let a competitor fill his shelves because the best way, in our business, to stall off the other fellow is to fix the customer so he can't take in the flour. Of course, we don't tell this to the trade but we do have a regular line of talk about getting the flour on the same day as the dating. They call for it by truck at warehouses and we name a warehouse-sill price. They know this is with freight figured and sometimes a keen one catches us up for adding thirty-five cents but we make no bones about that part of it. It's worth thirty-five cents to be able to obtain spot delivery."

The same salesman informed me that the warehousing storage charges for Iowa cities showed wide variations — from six to twenty cents per month per barrel — but that the mill finds it profitable to store at all centres in the effort to dominate the market. Handling charges run from six to ten cents per barrel, so that even at maximum charges the thirty-five cents ex-warehouse premium more than covers one month's costs while at minimum rates it would represent five months of storage.

In the Philadelphia territory, one maker of vacuum cleaners has, since January, instituted an ex-warehouse price. Somewhat over a year ago, this manufacturer dug into the costs of his private store-room versus housing the goods with public warehouses at Philadelphia with the result that it was shown that all costs of public warehouses could be met at about twenty cents per unit lower than maintaining his own stockrooms as a part of the agency. Having begun an analysis of warehousing

costs, this manufacturer went further into the matter by testing out a policy of an ex-warehouse price. The plan was openly put to dealers that their investment would be held to a minimum, that they would not even have outstanding orders in advance of demand, but that goods could always be had within a few hours. A price of fifty cents was arbitrarily added to the net. This manufacturer, therefore, by applying cost accounting methods to his distribution as he does to his fabricating has evolved an additional seventy cents per unit, partly saved in costs and partly earned by additional service to customers.

The makers of ice cream cones, soda straws, etc., face a like condition. No one knows how many jobbers and distributors cater to fountains, soft drink places, restaurants, groceries, fruit stands, hot-dog counters and the other outlets for this class of goods. These distributors are distinctly of the small-jobber sort, with a sprinkling of large wholesalers. They present a serious problem to the manufacturer.

To the warehouse a case of ice cream cones or soda straws, say at Binghamton or Elmira, costs one and one-half to three cents per month for storage, plus two to three cents for handling in and out—the charge being relatively higher than that for flour due to the greater bulk in proportion to weight, the extreme fragility of the goods, liability to deterioration from moisture, the smallness of each outgoing lot, etc. Makers find, however, that ten to twenty-five cents may be tacked on the price for goods to which the various kinds of distributors have instantaneous access.

In the end, it makes no difference to the factory that warehouse stocks are maintained at 200 rather than forty cities. Beyond a certain added volume of accounting, there is no difference to the manufacturing side of the business. There is, however, an immense difference to the sales de-

*(Continued on page 33)*





A recent Fifth Avenue display of the Brunswick Radiola. Distinctive shops, selling a quality product, always appreciate the value of cashing in locally on the national advertising of the product in Vanity Fair.



HERE are several types of merchandising service.

One of them promises a great deal of inside information and ends up by giving the advertiser a list of dealers taken from the 'phone book.

Another type goes into elaborate detail and produces an enormous volume of obvious facts. When you wade through it you know just what you knew before.

Then there is another type—simple because it is practical. It is a method that keeps a contact and merchandising organization so well informed on all of the products that go into the market that when information

**BOSTON AMERICAN  
CHICAGO EVENING AMERICAN  
DETROIT TIMES**

is desired it is not necessary to camouflage with lists of names or a mass of detail.

This is the character of merchandising service rendered by the newspapers in this group. It is a standardized service, based upon a definite back-ground of knowledge.

When a representative of this newspaper sextette calls upon you he is at your service. Sit down and talk to him about any of the six markets represented by his group of newspapers. He will talk back in your language.

---

**EASTERN OFFICE**

2 Columbus Circle  
New York  
R. E. DOONE

---

**WESTERN OFFICE**

Hearst Building  
Chicago  
H. A. KOEHLER

---

**NEW ENGLAND OFFICE**

5 Winthrop Square  
Boston  
S. B. CHITTENDEN

---

**ROCHESTER JOURNAL**  
**SYRACUSE TELEGRAM**  
**WISCONSIN NEWS (MILWAUKEE)**

They can't  
read **IT**  
if they  
don't  
see **IT**

*facts!*

The Star was the only newspaper in Indianapolis to show a gain in advertising lineage last year. Get the facts.

*The*  
**INDIANAPOLIS**  
★ *Star*

partment. To possess spot stocks, within trucking reach of customers, gives a selling argument against which competitors are powerless. Highly competitive and fast-moving lines find this particularly valuable.

The makers of Pet milk quote two prices to their wholesalers, one of these being on the usual basis of shipment from factory at such a time as jobbing orders from the particular city shall aggregate a carload. The other is an ex-warehouse price. At Toledo and Detroit, warehouse charges are, for the small size one and one-half cents per month for storage and two and one-half cents for handling in and out (per case); for the larger size the charges are two cents and three cents. For delivery ex-warehouse, the maker quotes ten cents per case higher than for factory shipment (equivalent to five cents a dozen cans).

Since this policy has been adopted, the distributors of this product, at markets where ex-warehouse stock is available, have quit entirely the first-named method of ordering. Says a broker for this line: "I tell my men to forget factory-shipment quotations. The extra price means nothing because the distributor does business with a fourth or a fifth of the stock he has to carry for other brands."

A manufacturer of bolts and nuts (one of the smaller makers) one day made the remark:

"I'll never forget the first time we shipped a carload from the plant. It was such an event that our wives came down to see it off. It's rarely even now that we sell carloads but we ship three a week to Chicago alone. They're consigned to the ——— Warehouse Company.

"In the Chicago market, we're par with the biggest makers. We pay six cents a hundred to get them through the warehouse and about four cents for a month's storing and insurance; say ten cents for the first month, and they never stay in storage for even a week. Business in our line goes by fractions and no one would believe till he tried it how many times a

week our salesmen get a fourth or a half-cent for stuff in warehouse. That's twenty-five to fifty cents a hundred for delivery same morning over the tailboard of the buyer's truck."

I don't want these examples to mislead the reader. The quoting of an ex-warehouse price is surprisingly infrequent. It is exactly like many phases of warehousing. Business has not given to the warehouse the attention it should have, certainly not a fraction of what is given to freight rates.

One broker of foodstuffs in Cleveland tells me that he quotes an ex-warehouse price for everything he represents except California products. Four competing brokers of similar lines each disclaimed ever having thought of the matter. The leading broker of this sort in Detroit says only two, of sixteen lines he represents, permit him to name a higher price for warehouse deliveries, the others being unable to agree that the customer will stand for the difference.

#### A CONCRETE EXAMPLE

One of these brokers sheds light on the ease of commanding a better price for ex-warehouse sales when he said:

"This market's full of lards and cooking oils. We're so close to Chicago that the freight is only thirty cents.

"One of the cooking compounds I do business for believes in having the lard on the spot. When a buyer shows up they want to be there with the goods. Their price is a fourth of a cent higher for spot service than for shipment but the wholesalers pay the premium for the sake of getting the service.

"Spot service stocks for lard make money for both sides to the bargain. The local distributor keeps down his investment and he turns over the goods in less than a day. The quarter-cent a pound is nothing compared to what warehoused lard means to him. The factory makes a good thing of it, too. The premium price lets them out for all the carrying expense, and they could afford to stand it

for the sake of holding the market here."

In the case of lard, at the city in question, the warehouse charges ten cents for handling in and out for a tub (60 lbs.) plus fifteen cents per month for storage; for barrels (400 lbs. net) the handling is twenty-five cents and the storage is twenty-five cents per month. On the basis of one month's average storage, a tub costs the factory twenty-five cents and a barrel fifty cents. For the tub, the fourth-cent premium yields fifteen cents, for the barrel \$1, so that the smaller package shows an apparent loss of ten cents but the larger one an apparent gain of fifty cents, with insurance to be deducted.

The whole matter of an ex-warehouse price may be said to be in its infancy. Without any such premium, the warehousing of goods is becoming necessary to sustain distribution and for this purpose it is worth its cost. Direct economies, however, usually more than offset this cost; but these savings to the manufacturers should not becloud the fact that customers are willing to pay slight premiums for goods ex-warehouse (if the warehouse be local). Inasmuch as the manufacturer provides the spot service, no reason exists why he should not profit by the ex-warehouse selling value.

#### Cigar Accounts for Campbell-Ewald

The Campbell-Ewald Company, Inc., Detroit advertising agency, has been appointed to direct the advertising accounts of the following Detroit cigar manufacturers: The Webster Cigar Company, maker of Webster cigars; the Kleiner Cigar Company, maker of Tom Moore cigars, and Otto Eisenlohr & Brothers, makers of Cinco brands. Newspapers throughout the country will be used in campaigns which are being planned for these accounts.

#### Paul Guenther to Head Onyx Hosiery

Paul Guenther, vice-president and treasurer of "Onyx" Hosiery, Inc., New York, has bought the interest of Joseph H. Emery, president. Mr. Emery, who will retire from office in September, will be succeeded by Mr. Guenther.

#### George W. Hopkins to Direct Coral Gables Sales

George W. Hopkins has become sales manager of the Coral Gables Corporation, Coral Gables, Fla. He continues as vice-president and director of the Charles W. Hoyt Company, Inc., New York advertising agency. During his absence Mr. Hopkin's work in the Hoyt agency has been taken over by William B. Remington.

Previous to joining the Hoyt agency, Mr. Hopkins was vice-president of the Columbia Phonograph Company and for six years was general sales and advertising manager of the Dictaphone Company. He was formerly vice-president and general sales and advertising manager of the American Chic Company and the Loose-Wiles Biscuit Company.

#### New Distributor of Florida Fruits Appoints Lesan-Carr

The Lesan-Carr Advertising Agency, St. Petersburg, Fla., has been appointed to direct the advertising account of the Growers Sales Company, a new organization which has been organized for the marketing of Florida citrus fruits. The company will market definite well-known brands rather than a trade name.

L. C. Edward, formerly president of the Florida Citrus Exchange, is president. C. E. Stewart, Jr., formerly business manager of the Exchange, is treasurer of the new company.

#### J. B. Linerd in Charge of "Liberty" Advertising

J. B. Linerd has been appointed acting advertising manager of *Liberty*, Chicago. He has been with the promotion department since last September, and prior to that time was engaged in sales and merchandising work with the Goodyear Tire & Rubber Company, Ajax Rubber Company and the Globe Rubber Tire Manufacturing Company.

#### Evans, Kip & Hackett Appoint J. H. Klinglefeld

Evans, Kip & Hackett, Inc., New York advertising agency, has appointed John H. Klinglefeld space buyer. He was, until recently, an executive with Campbell, Moss, Johnson, Inc., advertising agency, also of New York. He was formerly a member of the Butler-Klinglefeld Company, advertising agency, of that city.

#### Forms Own Business as Manufacturers' Representative

Aaron Berkowitz, formerly sales manager of the Continental Tobacco Company, has engaged in business for himself as a direct factory representative, with headquarters at Denver, Colo., and a branch office at New York. Plans are under way for the opening of another office at San Francisco.

# THE NEWS OF HARPER'S BAZAR

---

 AUGUST 6th, 1925
 

---

## LUCY PARK TO MAKE TRIP TO COAST

*Is to Give Fashion Talks in Important Stores  
West of the Mississippi*

In September, Miss Lucy Park, associate editor of *Harper's Bazar*, is to make a trip to the western coast for the Trade Service of *Harper's Bazar*.

Already arrangements have been made for Miss Park to give talks on the current mode in the principal department stores of various western cities. These talks will be given both to the customers of the stores and to the salespeople. In some cases the stores will arrange formal Fashion Promenades in connection with Miss Park's talk; in other cases, there will simply be informal Fashion Teas.

In some instances the talks will be broadcasted and, as always, Miss Park's ideas on the trend of fashion will receive much comment from the local press.

Miss Park will visit practically every important city west of the Mississippi—among them, Minneapolis, St. Paul, Salt Lake City, Denver, Spokane, Seattle, Tacoma, Vancouver, B. C.; Portland, Ore.; San Francisco, Sacramento, Los Angeles, San Diego, San Bernardino, Phoenix, El Paso, Hutchinson, Wichita, Kansas City.

This trip is an illustration of the most recent development of the work of the Trade Service of *Harper's Bazar*.

Originally the Trade Service devoted itself to giving buyers and executives in the best stores advance fashion information from the editorial pages of *Harper's Bazar*. Then, at the stores' request, merchandise to be advertised in *Harper's Bazar* was called to their attention in advance, so that they could be prepared for the demand. Both of these phases of the work were really helping buyers in their buying.

And both, of course, are being continued, but meanwhile the third phase has developed. This third phase is to help stores create fashion prestige for themselves and also actually to sell more smart merchandise. This is directly the purpose of Miss Park's new trip and also representative of the many trips she has made in the past.

The Trade Service of *Harper's Bazar* will be glad to hear from any store executive who may be interested in having Miss Park talk on fashions before his customers or his salespeople.

---

# Harper's Bazar

IN LONDON

50c

10fr. IN PARIS

"A CLASS MAGAZINE IN A CLASS BY ITSELF"

# The Evolution of the Trade-Mark

Its History Is Traced from the Time of the Potters' Marks of Ancient Korakou, 4,000 Years Ago.

By Edward I. Devlin, Jr.

Of the New York Bar

IN the dim distant past of a few months ago, when evolution was mostly a scientific deduction, Frank I. Schechter, A.M., J.D., Columbia University, made an interesting and important contribution to the law of trade-marks. Whatever may be said of evolution as a biological theory, Dr. Schechter leaves no doubt in one's mind that, as applied to trade-marks, evolution is an existing fact. His researches carry him from the potters' marks of ancient Korakou 4,000 years old, through the marks of the Roman lamp makers and the marks of the medieval guild members to the modern trade-mark. He traces throughout all these phases, constant development and constant progress. In his thesis, published by the Columbia University Press under the title "The Historical Foundations of the Law Relating to Trade-Marks," he has delved into the earliest traces of trade-marks and trade-mark law and has made them available to the business man and lawyer in a manner clear, interesting and scholarly.

Psychologists tell us that the ability to use symbols is one of the very important differences between man and the lower animals. From geologists and archeologists we know that from earliest times man has used symbols of various kinds for various purposes. One of the most common of all the uses to which the symbol is put is as a means of identification. A man's name identifies the man, and if he signs his name to a document, his signature identifies the document as his act. If he cannot sign his name, he makes his mark to serve as the symbol of identification. Similarly, trade-marks are symbols used for identification.

The modern trade-mark had its root in the marks of medieval times. Apparently these marks were twofold—those indicating the ownership of the goods upon which they appeared and which were called "merchants' personal and proprietary marks" and those indicating the source or origin of the goods and which may be called "production marks." If the owner and the producer happened to be the same person, the same mark often served a dual function.

The value of the proprietary mark was in identifying the bale or wrapping upon which the mark appeared. Such identification was useful as an aid to the illiterate warehouse clerk of the Middle Ages. It was practically essential, however, in case the goods were captured on the high seas or wrecked on the English coast, that the proprietary mark appear on the bales in order that possession might be given to the owner by the Admiralty Court. Absence of the mark might defeat the claim, since there was hardly any other good method of proving ownership. The use of proprietary marks was not obligatory and they were used, therefore, solely because the merchants found such use to be to their best interests.

## A POLICE REGULATION

The mark denoting source or origin was an entirely different matter. In an age when laws are made for the protection of trade-marks and where there is daily litigation to prevent another from using a trade-mark which the rightful owner has voluntarily adopted, it is difficult to conceive of a time when the mark of origin was compulsory. Such, however, was the case. The use of marks denoting the origin of the

(Continued on page 41)



*Editorial Page of the Evening Journal, New York, July 30, 1925*  
*By Arthur Brisbane, Editor.*

---

# The Successful Newspaper

**It Is the Newspaper That WOMEN READ  
and the Women of Greater New York  
Read the Evening Journal**

The Evening Journal has more than double the circulation of any other evening newspaper published in New York City and more than half of its readers are women. The Evening Journal that the man buys is taken home and read by all the WOMEN of the family.

Women are the housekeepers, buyers, the careful students of prices and values. And the fact that women read the Evening Journal explains the other fact, interesting to readers and to advertisers, **THAT THE EVENING JOURNAL LEADS ALL ITS COMPETITORS IN ADVERTISING, AND LEADS OVERWHELMINGLY IN ADVERTISING THAT ESPECIALLY AFFECTS THE HOME.**

The figures here published are compiled by the statistical department of the New York Evening Post and show the advertising record of evening newspapers during the first six months of 1925.

The Evening Journal leads all other evening newspapers in **TOTAL ADVERTISING SPACE PURCHASED BY MERCHANTS** with 7,751,838 lines. It is natural that the bulk of advertising, even at double the price per line, should go to the Evening Journal, with a circulation more than 100 per cent greater than that of its nearest competitor.

The Evening Journal leads in **THEATRE** and other amusement advertising with 155,244 lines. Women influence largely the choice of the family's amusements.

In the advertising of **BOOTS AND SHOES** the Evening Journal leads overwhelmingly with 129,576 lines. Mothers that read the Evening Journal buy the shoes for the children and other members of the family.

In **DRUG STORE AND DRUGGISTS' PREPARATIONS** the Evening Journal leads with 124,200 lines. The drug stores have become distributors of all sorts of merchandise. Women are their principal customers.

In **DRY GOODS**, the women's mercantile world, the Evening Journal leads all competitors by nearly a million lines, with 3,403,620 lines.

In **FOODSTUFFS** also, and as a matter of **COURSE**, the Evening Journal is overwhelmingly in the lead with 312,346 lines. Women are the buyers of the food for the families of the world's greatest city.

*(Continued on next page)*

In FURNITURE, 99 per cent of it selected by women, the Evening Journal in the first six months of this year printed 544,404 lines of advertising. Nothing could be more important than furniture advertising in judging the character of a newspaper's readers.

Furniture is bought by the women, by the HOME-MAKERS. It is bought through advertising in newspapers that are read in the HOMES. If you doubt that the Evening Journal is taken home, try to find an Evening Journal left in a street car, where you may find dozens of other newspapers that specialize in stock exchange news or other information NOT interesting to women.

The Evening Journal, in furniture advertising in the first six months of 1925, carried more than SEVEN TIMES as many lines as the Mail and Telegram, more than three times as many lines as the Evening Sun, more than twice as many lines as the Evening World, more than seven times as many as the Evening Post.

In JEWELRY, interesting to women, the advertising in the Evening Journal, 29,162 lines, was more than double that of any other newspaper.

The Evening Journal is read by a million men. As a matter of course advertisements of MEN'S WEAR in the Evening Journal surpass overwhelmingly such advertising in any of the Evening Journal's competitors.

The Evening Journal, in the first six months of this year, printed 440,024 lines of MEN'S WEAR advertising against the Evening Post 50,338, Evening World 199,146, Evening Sun 257,206, the Evening Telegram 41,722 lines.

In MUSICAL INSTRUMENTS, purchased by men and women alike, especially in these saxophone days, the Evening Journal leads with 223,886 lines, against the Evening Post 54,254, Evening World 26,310, Evening Sun 124,726, Evening Telegram 20,854 lines.

In the advertising of MAGAZINES AND OTHER PERIODICALS, the Evening Journal leads all of its competitors by more than 50 per cent.

The reading of the Evening Journal by men and the buying by men shows in the advertising of TOBACCO, the Evening Journal leading all competitors with 121,186 lines.

And MOST important perhaps to merchants analyzing the home circulation of newspapers is the advertising of WOMEN'S SPECIALTY SHOPS. In this advertising the Evening Journal leads overwhelmingly, the records for the first six months of this year showing 999,448 lines, as against the Evening Post, 37,476, Evening Telegram 38,712, Evening World 418,160, Evening Sun 501,300 lines.

The Evening Journal, as a matter of course, leads in LOCAL DISPLAY advertising. This interests the so-called "Foreign Advertisers," guided largely by the judgment of local merchants. The newspaper that merchants acquainted with local conditions have found to be the home paper of THEIR LOCALITY is the newspaper that the "Foreign Advertiser" needs.

The total advertising of the Evening Journal for the first six months of 1925 was 7,751,838 lines, leading by 275,962 lines its record for the previous period and leading in VOLUME all evening competitors, while printing that volume at an advertising rate usually double and many times three and four hundred per cent higher than the advertising rates of the other evening newspapers.

Advertising in a newspaper expresses **THE JUDGMENT OF MERCHANTS** and it tells not only what they **THINK** but what they **KNOW**, their information being based on careful investigation month after month and year after year.

Individual merchants that spend annually hundreds of thousands each in the advertising columns of the Evening Journal know that investment brings returns, because their money is spent to make a better newspaper, a greater circulation and to give better results to the merchants whose enterprise makes the modern newspaper possible.

It is desired here to emphasize that the Evening Journal, in addition to being read by more than twice as many men as read any other paper, is pre-eminently the daily newspaper that **WOMEN READ** in Greater New York and the nearby territory.

A great army of women buy the Evening Journal, and when the men come home bringing more than one newspaper the **EVENING JOURNAL** is one of them and the Evening Journal is **THE ONE** that women read.

We print the advertising facts that precede this to demonstrate the fact which we value more highly than any other in connection with the publication of this newspaper.

It is that the Evening Journal is read by the mothers and daughters, the **GOOD WOMEN** that form the character of the nation, create and develop the next generation and represent the majority of the homes of the world's greatest city.

Some years ago when Nathan Straus, now retired, was active in the business world, and, with his brother, head of one of the greatest department stores in the world, he received in his office at the same time two newspaper men, William C. Reick, then of the Times, now dead, and a representative of the Evening Journal.

Mr. Reick good-naturedly asked Mr. Straus, "I see the Evening Journal has raised its rate again and you continue to advertise, giving the Evening Journal more than double what you give us at less than half their rate."

Mr. Straus answered, "I'll give you one reason, Reick. My wife reads the Evening Journal editorials out loud to my two young sons every night and if I had a quarrel with the Evening Journal I wouldn't dare go home."

It is the Evening Journal's greatest pride that it has such friends among the **INTELLIGENT** women, the **GOOD MOTHERS** of Greater New York.

And the Evening Journal, striving to protect the interest of women and children, strives to deserve the friendship by which it is so highly honored.

# OKLAHOMA, again is one of nation's leading markets for fall and winter!

**L** EADING Oklahoma business men have studied the situation and they have publicly expressed these opinions.

Last year was "Get-Even" Year in Oklahoma. We are encouraged by the fall prospects. Our business is 50% above last year and we expect this or a greater percentage of increase during the next season.

AUSTIN MILLER, President,  
Oklahoma Furniture Manufacturing Co.

We look for a banner fall. Building operations are on the increase already. The number of operations we are financing increases monthly.

W. R. McWILLIAMS, Vice-President and General  
Manager, Oklahoma City Building and Loan Assn.

Looks fine right now, depending, of course, upon the cotton crop. We look for a nice increase over last year. We are buying more extensively for fall.

HAROLD McEWEN, President,  
McEwen-Halliburton Department Store.

I look for a greater gross revenue from crops than last year. I believe business generally will be vastly improved this fall and this opinion is shared with practically every business man with whom I have talked.

WALTER FERGUSON, Vice-President,  
First National Bank.

For nine consecutive months, business in Oklahoma as reported by the "Nation's Business" has been Good to Fair. Write for "Looking Ahead in Oklahoma."

## THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

OKLAHOMA CITY

Represented by E. KATZ, Special Adv. Agency  
New York Chicago Kansas City Atlanta San Francisco

goods was, in the beginning, a police regulation imposed upon the artisan or manufacturer.

We all remember from our study of medieval history, fortified, perhaps, by hearing "*Der Meistersinger*," that during the Middle Ages craftsmen of various trades were, in each city, banded together in guilds. Each trade had a guild of its own and each master and apprentice owed obedience to the rules promulgated by the guild council. Very early in the history of the guilds we find orders requiring the members to place their marks upon the goods which they made and to register their marks at the guild headquarters. For disobedience of these orders fines were imposed. This system of requiring marks to be placed upon goods by the makers was not limited to a few guilds or to the guilds of a few cities. It was quite prevalent and seems to have been in use throughout England and Continental Europe. Among the guilds requiring such marks were the pewterers, helmet makers, bakers, cutlers, brewers, coopers, bottle-makers, and many others.

The remarkable thing about these medieval marks of origin is that they were distinct liabilities rather than assets. Instead of finding the proprietor of the mark suing to restrain an infringement of his mark, we frequently find him haled before the guild authorities and severely fined for failure to place his registered mark on articles of his manufacture. The reason for this is more apparent when we consider the nature of the guild. In each locality the appropriate guild exercised practically complete authority of its members. Likewise, the guild had a monopoly of production and it alone passed upon the qualifications of those seeking admission to its particular trade. High standards of workmanship were set and every effort was made to maintain the production of the members up to the standard prescribed. In order to facilitate the work of the guild in maintaining

the standard so set, it was necessary that the work of each of its members could be identified. Hence it was required that the production mark denoting the maker of the article be set upon the article manufactured. The maker of an inferior article could thus be easily discovered.

Curiously enough, however, the guild, apart from demanding that good and legal work be done by its members in order that the reputation of the guild as a whole might be upheld, was absolutely unconcerned with the furtherance of the reputation of the individuals comprising it. In fact, the contrary was the case, and we find that the pewterers' guild refused to permit any member of the guild to put his name at length upon the articles he had made. This was because the guild, as a whole, was a monopoly and, just as strenuous efforts were made to suppress competition from guilds of other cities, so also competition was not permitted between guild members. Co-operation within the guild was the thing that was required. Competition was abhorrent to co-operation.

#### A GRADUAL DEVELOPMENT

The modern concept of the trade-mark as an asset of value did not develop until a much later period. Under the guild system, sales of manufactured goods were made to people in the immediate community. As the country, particularly England, developed and as the general government took a more active interest in the development of the national industries, the products of these industries found their way into foreign markets. This was especially true of the cloth and cutlery trades. Purchasers in foreign markets began to realize that the products of one town were better than those of other towns. They looked, therefore, for the mark indicating that the cloth, for example, had been made and approved by the guild of that town. And so it was that cloth of Colchester became greatly in demand and was identified solely by the

mark of the guild. Thus the mark, which, when trade was local, was a liability, became an asset.

The marks which thus became an asset, however, were not the marks of the actual maker. They were the marks of the guild, which were, in the case of Colchester cloth, set upon the goods by guild officials after the cloth had been rigorously inspected by them.

The cutlers, apparently, were the first to break through the bulwark of guild superiority. The mark which the cutlers first used pursuant to regulations in order that the maker of inferior articles could be more readily detected, gradually became prized by its users. Suits were instituted to restrain the use of the same mark by others and a definite good-will value attached to the mark of good workmen. The widow of the owner of a mark was granted a life estate in the mark—at least so long as she continued her husband's business. Later, subject to the widow's life estate, the mark was reserved for the son of the deceased owner, provided he became a cutler and was duly admitted as a member of the guild.

It is an interesting fact that as early as 1703 a London cutler named Ephriam How advertised his trade-mark in a newspaper. The advertisement appeared in the *London Gazette* and stated that How's trade-mark, the Heart and Crown, was being imitated by certain cutlers who stamped on their knives a playing Spade and a Crown, together with the name, How. He advertised again in 1712 in the *Daily Courant*, denying a rumor, spread about by some of his rivals in the trade, that he was dead, and again calling attention to his mark.

The history of the trade-mark is undoubtedly a fascinating story. Nevertheless, at the present time it is more or less academic. Dr. Schechter, however, has not confined himself to the purely historical aspects of trade-mark development. He points out that

there are two questions which have always vexed the Courts in their consideration of trade-mark cases. The first is, whether or not a trade-mark is property in the sense that it can be possessed and enjoyed exclusively whether in actual use in connection with the manufacture or sale of goods or not. The second is, whether in protecting a trade-mark against unauthorized use the protection afforded is to the user of the trade-mark against unfair competition by the infringer, or to the public from being deceived into purchasing the goods of the infringer who, by his infringement, falsely and fraudulently represents the goods sold to be those of the lawful user of the trade-mark.

#### NOT A PROPERTY RIGHT

As to the first question, the author concludes that a trade-mark is not a property right in the strict common law sense. It cannot be owned as a thing by itself. The user's sole right is to use the mark in connection with the manufacture or sale of goods. The right which the Courts are called upon to protect is, in his opinion, the right of the owner of the trade-mark to his personal right of freedom from interference with his trade expectations. But, under the modern legal definition of the word "property"—namely, a right having a pecuniary value—rights in trade-marks may be classed as property and protected as such. This view is well illustrated by an excerpt from E. S. Rogers' work on trade-marks in which it is pointed out that if in conversation on the street with a friend the words "Gold Dust" were used, you would ridicule a stranger who stepped up and said, "I own the words 'Gold Dust' and I forbid you to use them." Yet no one questions the right of the Gold Dust Corporation to prohibit the use of the same words on a package of washing powder. The reason is that there is no property right in the words "Gold Dust" as such. It is only when they symbolize a business good-

## Who Decides Which Magazine?



HERE is a continuous process of acceptance and rejection going on in the magazine world. Some magazines spring up, have their brief day on the stands and disappear. Others appear, meet with a ready acceptance and continue on their way.

The public alone decides whether it's to be "thumbs up or thumbs down."

Not so long ago TRUE STORY was only the name of a magazine. Since then it has met with a public acceptance unparalleled in magazine publishing history. Two million newsstand sales at 25c a copy within the short space of six years!

TRUE STORY didn't have to edge its way into any class or follow any type of magazine—it was when it started, and it is today, in a class by itself. It is a new idea

in magazine making.

The public has accepted TRUE STORY—it has become necessary to its readers. It has become quite as necessary to advertisers who would reach the greatest number of new potential buyers at a lower cost. This is why we call TRUE STORY "The Necessary Two Million"; it encroaches on no other field, but touches only the edge of any other magazine circulation you may now be buying.

# True Story

"The Necessary Two Million"

"GREATEST COVERAGE—LOWEST COST"

will that the attributes of property attach to them.

The answer to the second question follows more or less from the answer to the first. A trade-mark is not so much a symbol of source or ownership as a guaranty of the excellence of the quality of the product itself. Thus, one buying a "Kodak" does not necessarily know—or care—whether or not it is manufactured by the Eastman Kodak Company or by John Smith. He does know that the camera sold under the trade-mark "Kodak" is the camera he wants to buy. Similarly, as was said by a Federal Court, "We may safely take it for granted that not one in a thousand, knowing of or desiring to purchase 'Baker's Cocoa' or 'Baker's Chocolate,' know of Walter Baker & Co., Limited. The name 'Baker' is identified with the product, and known in connection with the product . . . as a badge and guaranty of excellence." Or, as another Court said of the trade-mark "Coco-Cola," "it would hardly be too much to say that the drink characterizes the name as much as the name the drink."

The owner of the trade-mark having established the mark as a badge of excellence and having created in people's minds a demand for goods bearing the trade-mark, is entitled to be protected in the exclusive use of the trade-mark so acquired. The mark is a thing of value. The right to use the mark must also be a thing of value and should be protected as such. Deception of the public may at times be the test of infringement of a trade-mark, but should not be the basis of judicial intervention. The trade-mark to its owner represents a definite good-will value. As was said by an English Court, "His mark sells his goods."

Of course, the value of each trade-mark differs with the amount of good-will that is attached to it. Various factors increase the value of a trade-mark. Familiarity with the trade-mark by a great number of people and a demand for the goods bearing the trade-mark are

undoubtedly the important factors in accumulating value for a trade-mark. In modern times there is no better method of acquainting people with a trade-mark, and creating a demand for trade-marked goods than by advertising both the mark and the goods. Advertising, of course, costs money and of this expenditure Dr. Schechter says: "The owner of a mark who expends large sums of money in making his mark known to the public as a symbol and guarantee of the excellence of the quality of his product should receive the same protection from the Courts for his investment in advertising his trade-mark that he would undoubtedly be entitled to receive for investment in plant or materials."

Dr. Schechter's book is interesting and readable throughout. It is technical enough to be of practical use to the members of the Bar, and at the same time its language is sufficiently free from mystifying legal terms to make it absorbing and understandable reading for the business man.

### Valve Account for Smith & Ferris

The Chicago Nipple Manufacturing Company of California, has appointed Smith & Ferris, Los Angeles advertising agency, to direct its advertising account. Air-Tite, a trade-marked leak-proof valve core, will be advertised.

### "Time" Advances Howard Black

*Time*, New York, has advanced Howard Black to the position of Eastern manager. He has been a member of the sales staff. F. S. Dusossoit, former Southern manager, has been transferred to the New York office.

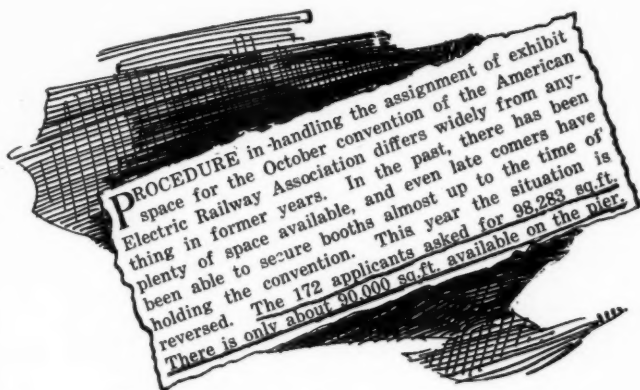
### Economist Group Transfers Robert Mertz

Robert Mertz, who has been representing The Economist Group, New York, for the last fifteen years, has been transferred from Cleveland to New York.

### Universal Crepe Appoints Ajax

The Universal Crepe & Tissue Mills, Inc., Ballston Spa, N. Y., has placed its advertising account with the Ajax Advertising Agency, Inc., New York. Newspaper advertising in a number of cities will start immediately.





## No Space Left on the Pier!

The unusual demand for display space at the 44th Annual Convention of the American Electric Railway Association, Atlantic City, Oct. 5-9, is the result of *two* things—

- 1 The active movement toward modernization of electric railway equipment, and
- 2 The use of the *bus*.

The modernization of equipment and the adoption of the bus are bringing about better transportation service and better business to manufacturers of transportation equipment.

Those manufacturers who are fortunate enough to secure display space at the Convention can profitably use the Convention Issues of *Electric Railway Journal* and *Bus Transportation* to back up their displays with good advertising.

Those who do not have exhibits have added reason for using *Electric Railway Journal* and *Bus Transportation* to reach the buyers in the transportation industry before, during and after the big Convention.

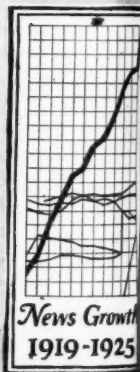
## ELECTRIC RAILWAY JOURNAL AND BUS TRANSPORTATION



Published by MCGRAW-HILL CO., Inc., Tenth Ave. at 36th St., New York

# The l.d.c.i.A.

IT IS a living thing & Every Spring for the past six years, sure as sap rising regular as April rains, urgent as new life itself, News circulation surges upward—and *stays!* Two years ago it passed the highest point of other papers' circulations, the assumed ultimate, and became the *Largest Daily Circulation In America* & & For two years since, it has kept growing & & In the little chart of New York morning circulations on this page, study the swift upward thrust of the News & & a line of life, a course of influence, a path of power & while the other lines hold level, the other papers lag along & & Now the largest daily circulation in America runs well over 900,000 copies, represents



more than two-fifths of the morning circulation of New York, reaches at least every other family in New York City—

**Six Years of Growth:**

July, 1919 . . .	27,120
July, 1920 . . .	247,899
July, 1921 . . .	405,449
July, 1922 . . .	514,707
July, 1923 . . .	655,539
July, 1924 . . .	782,976
July, 1925 . . .	909,298





*and is still growing.* Growth means more life—an active medium makes a live message ☞ ☞ Growth means power—reaching more minds every day ☞ ☞ Growth means influence—*selling itself* constantly this paper can sell for the advertiser ☞ ☞ And growth means value—more circulation per agate line for the advertising message and the advertising dollar ☞ ☞ Never forgetting the extra value of the small page—visibility that gets the message seen ☞ ☞ ☞ Buy News on a rising market!

Have You read TELL IT TO SWEENEY?  
Write for the series on your business letterhead.

# THE NEWS

*New York's Picture Newspaper*

Tribune Tower, Chicago 25 Park Place, NEW YORK

# Kansas City Journal-Post

Publishes the *only*  
Gravure section in  
the "Heart of Amer-  
ica."

Full of pictures—lo-  
cal, national, foreign  
—every advertise-  
ment on a news page,  
practically full posi-  
tion.








Read every Sunday  
by *every* member of  
the family. *Over half*  
*million in all*, because  
of its *quality appeal*.









*To advertisers this*  
*means results.*

For rates address

**VERREE & CONKLIN, INC.**

New York Chicago Kansas City  
Detroit San Francisco

# Watch for the Salesman Who Gets Things Done

The Salesman Who Sells the Boss Is Liable to Get More Than His Share of Attention and Reward

By the Vice-President of a Machine Tool Company

MANY years ago I came to the conclusion that there are at least four distinct types of salesmen and that every man whose duty it is to manage them should keep the fact in mind. Often in discussions and in articles about sales management I notice a tendency to exaggerate the importance of one type and underestimate the importance and efforts of the other. I suppose every sales manager has made some sort of classification. Mine is a simple one, but it allows me to keep what I think is an even keel when I commend or call down salesmen or rearrange territories.

## 1. The Self Seller.

He is a good salesman of what he has done while he was away on the road. He doesn't write many letters but waits till he gets back, takes his time and comes in to see the chief with his talk well planned in advance. He tells you just what he did and how he sold this man and that, in a modest way, but he gets over the story. He is too clever to be boastful. That kind I haven't even classified because they gradually ease themselves out of any alert organization and are having a harder time each year to get hired in the first place. The clever self-seller seldom lets you see he is trying to impress you. He knows how to marshal his facts and anecdotes in a concise way and with his orders he gets over also his own ability. When he leaves your office you have the impression that he has done an exceptionally good job on his trip, although he hasn't told you so openly.

## 2. The Correspondence King.

This type of salesman can write a fine letter—and does. He knows how to get interesting and readable facts into his letters. He is

the man who, after a day of calls, sits down at the writing desk in the hotel and sends back to the home office a good line of sales literature. He is not satisfied with ordinary reports. He gets business, but a letter to the chief must come along with every order. In his letter-writing he is a past master, between the lines, at the art of getting over his own hard work. It seems almost by accident that he drops in a few words about how it was half-past seven at night when he finally got the order, or that he caught the midnight train out of Birmingham. He tells an incident in the story teller's best manner which indicates how mentally alert he is. The buyer may be the apparent hero of the incident, but hidden there so that you can't put your finger on it, is the definite indication that the man who wrote the letter is of great value to the sales organization, continually at work and worthy of careful notice when any salary raises are due. When he comes to the factory after one of his trips he doesn't harp on his working overtime or his specially meritorious work, but the impression is left there from his letters and he sees to it that the impression is kept up by the series which is continued again as soon as he gets away on the road.

## 3. The Caesar Type.

Here we find the man who, when he is sent out to fix up a difficult situation, reports merely that he has been there, has seen the man he was sent to see, and has straightened out the trouble. Probably because he was impressed in his youth with Caesar's famous motto, he gives no details. He may have made the best sale in the history of the business, he may have saved an account worth thou-

sands of dollars in profits to the firm, yet he reports on it as though he had taken a ride in a trolley car or shaved himself in the morning.

I am not holding up the *Cæsar* type as the star type, because the home office may miss out on some valuable sales material or the advertising department on some good copy ideas because of his lack of the imaginative touch. The good writer, the good self-seller, furnish some valuable by-products. But it is easy to get to think of the *Cæsar* type as a commonplace salesman, to under-estimate his accomplishments because he makes them appear as things which any ordinary man would have done under similar circumstances. He under-sells his own ability and the modern business world moves so fast that we men who hire him are too likely to take him at his own valuation.

Then there is, of course, or should be in every organization, one or two of

#### 4. The Perfect Type.

If not perfection this man is nearly so. He makes a good impression when he returns. He gives then and in his letters information of value to the whole business. He gets the orders, represents the firm well, and is able and willing to be helpful to other departments of the business.

When the sales manager goes out into the field to see how well the concern is represented there, he sometimes secures valuable additional information of great value to his problems of management. Type number one, it may be discovered, is not nearly so well liked in his territory as he has made it appear. Consciously or unconsciously he has also made problems seem bigger and difficulties harder to overcome than they really were. In his desire to sell the value of his efforts he may have manufactured some imaginary problems to solve. In my periodic trips out into the territories of such men I have often found this to be true.

I have also found somewhat the same condition to be true in the

case of the good-letter writer—my type number two. In casting about for his literary material he has, like a skilful author, selected those incidents which best fit into the plot he is weaving, and has left out many which are of equal value to the company if not quite as flattering to his own ability as a salesman. His correspondence has been more in the nature of fiction than an actual account of what has happened. While he has not deliberately falsified, he has not given a true narrative of just what has taken place.

On the other hand, the trip of the sales manager to the territory will often show that the *Cæsar* type, who may not have made much of an impression around the home office, is extremely popular in his own territory. Without telling about it or writing a letter about it, he has been ready to take off his coat, roll up his sleeves and go into a customer's shop or factory and help him out, either day or night. He doesn't tell about it when he comes back, nor does he rub his extra service into his customer and demand praise for his efforts. He has been building up good-will for himself and for the company which is invaluable. Yet if the sales manager did not close his desk and go out into the territory once in a while, such a man would be very much under-estimated and his efforts would not receive the attention and commendation they deserve.

Our line is machinery and I am very thoroughly of the opinion that the only way to size up the value of a machinery salesman is for someone in authority to go out into the territory, either with or without the man, and call on the superintendent of the customer's plant, go out into the shops and see how well the firm has been represented. There is far more to selling than just getting a certain volume of orders. Representation counts. The salesman's plan and the thought back of his sales efforts count. If I find that every machine in a certain small territory is our make, that the user has received service on it, even if the

## CONCENTRATED COVERAGE

**T**O Local and National advertisers alike the most valuable part of a newspaper's circulation is its circulation in the Trading Area. And the greater the concentration of circulation the more valuable the newspaper becomes to the advertiser.

A distinct advantage of the Chicago Evening American as an advertising medium lies in the fact that practically all of its circulation is found in the territory that the Chicago advertiser wants to reach.

This concentrated coverage in one of the world's largest and most responsive markets makes it possible for National advertisers to cover Chicago thoroughly and economically.

**CHICAGO  AMERICAN**

*A good newspaper*

*Daily average net-paid circulation for  
first six months of 1925—461,596*

business from that territory scarcely covers the salesman's expenses, I make up my mind that the man there is worth a larger and better field.

The perfect salesman is so few and far between that he is almost always known and appreciated. The self-seller and the good letter-writer speak for themselves and often get too much praise, attention and advancement.

But the hundreds of steady, modest salesmen who don't know how to show off, but who do their jobs as they see them, in season and out, deserve a word of praise and a greater share of attention. Many of them are now in small, unimportant territories, in out-of-the-way places. They may receive a pep letter from their sales manager, they may receive one which tells how much more business the star man in Detroit or Portland, Me., did last month. This is a plea that more thought be given to them. Just because he can't sell the Big Chief in person or by a fascinating letter, is no reason why the modest, quiet man shouldn't be helped and watched carefully. Many of his type will be the Big Chiefs of a few years hence.

### E. C. Miles Starts Publishers' Representative Business

Eugene C. Miles has opened an office at New York where he will conduct his own business as a publishers' representative, for class, technical and trade magazines. He previously was Eastern manager of *The Modern Hospital*. As recently reported, Mr. Miles will represent the *National Hotel Review* in New England and New York State.

Associated with him in his new business is Edwin Miles, who will cover New York City and New England territory. M. A. Martinez, for fourteen years with the Vanderbilt Hotel, New York, also has become associated with Mr. Miles.

### Has Hinds Honey & Almond Cream Account

Barton, Durstine & Osborn, Inc., New York advertising agency, has been appointed to direct the advertising of Hinds Honey & Almond Cream and other products of the A. S. Hinds Company, Portland, Me. Elsewhere in this issue is a report of the sale of this concern to the newly organized Lehn & Fink Products Company.

### "Modern Irrigation" Published at Los Angeles

The first issue of *Modern Irrigation* has just been published at Los Angeles by the Petroleum World Publishing Company, of that city. The new magazine, which started with a July number, will be devoted entirely to irrigation, reclamation and general hydraulics.

*Modern Irrigation* will be published monthly. Walter C. Monroe is general business manager; Charles R. Johnson, manager of sales promotion, and Frank V. Long, advertising manager.

### Canadian General Motors Appointments

Ross McKinnon, who has been general sales manager of the Chevrolet Motor Company of Canada Ltd., Toronto, has been appointed to direct the sales and distribution of Oakland cars.

J. J. Ardiel has been appointed general sales manager of the Cadillac Motor Company of Canada, and the Olds Motor Works of Canada Ltd., both of Toronto.

### C. P. McDonald Agency Adds to Staff

The C. P. McDonald Company, Inc., New York advertising agency, has made the following additions to its staff: Ralph F. James, formerly with the National Lead Company, New York, who will be a representative, and William Mahoney, formerly with L. C. Gumbinner, who has joined the art department.

### Ward Baking Earnings Increase

The report of the Ward Baking Corporation covering the twenty-seven weeks ended July 4, shows a net profit, after charges, of \$2,101,165, against \$1,906,331 in the same period last year. A new plant at Detroit, built out of the company's earnings, will be opened in September.

### Martin Airplane Account to Powers-House

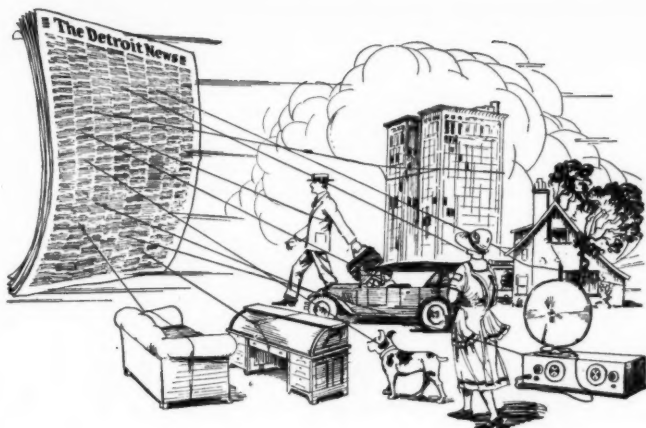
The Glen L. Martin Company, Cleveland, manufacturer of airplanes, has appointed The Powers-House Company, Cleveland advertising agency, to direct its advertising account.

The Martin company soon expects to announce a new radio device, which it plans to manufacture.

### Joseph E. Hanson Agency Adds J. D. Gessford to Staff

The Joseph E. Hanson Company, Inc., Newark, N. J., advertising agency, has added J. Douglas Gessford to its staff as an account executive. He was recently Eastern advertising manager of *Charm Magazine* and formerly was general manager of the *Bergen Record*, Hackensack, N. J.





## The Test of Pulling Power

### *761,557 Want Ads In Six Months*

**T**HERE is no single factor so indicative of the worth of a medium as the classified patronage accorded a newspaper.

Much of this advertising is unsolicited. The ability of a newspaper to get and hold classified advertising is therefore dependent on immediate results. And results from classified advertising are in turn dependent on the newspaper's effectiveness in reaching the homes.

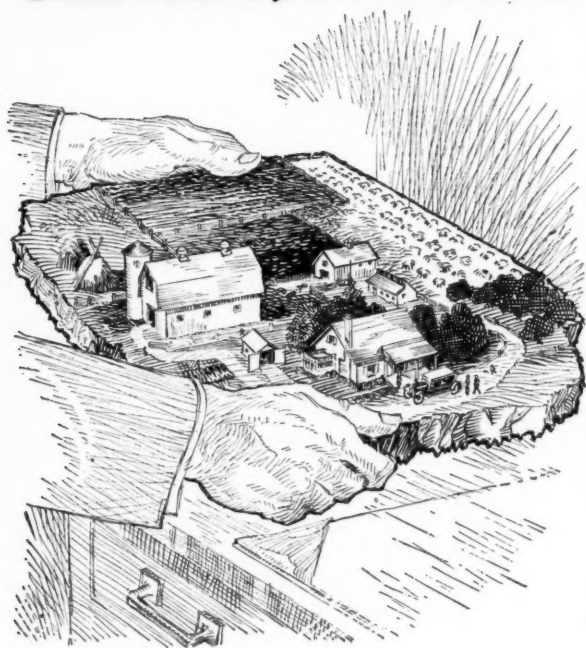
During the first half year of 1925, The Detroit News printed 761,557 separate classified advertisements—the greatest number ever carried in any Michigan newspaper for a like period. The Detroit News has consistently published more classified advertisements than all other Detroit papers combined.

This record, viewed alone, is significant. Viewed in conjunction with the leadership of The Detroit News in every other selling classification of advertising it is proof absolute of the singular result getting capacity of this newspaper.

## The Detroit News

*Greatest Circulation, Week Day or Sunday, in Michigan*

# If We Could Lay this Farm on Your Desk



**READING** a menu won't satisfy hunger. Cold figures can't do justice to the farm market.

If you could just *see* a farm, through the eyes of dealers who sell farmers—

See the well built homes. The furniture, rugs, curtains, radios. The electric lights and running water.

See the farm wife, buying a third of the family food supply—the farm family using tooth paste, soap and other toilet articles.

The well dressed farm family whose purchases make business hum for clothing and dry goods merchants. Shoe retailers, too, are proud of their farmer trade.

If you could examine this farm and see the family home life you would admit that here is a place to sell your merchandise.

There are six-and-a-half million such farms in the United States. Practically every farm family reads one or more farm papers. Your sales message in the farm press reaches a receptive market.

### **Agricultural Publishers Association**

Victor F. Hayden, Executive Secretary  
76 West Monroe Street, Chicago

*Complete coverage of the farm field and dominance of  
the seventy million population in the rural market*

Because SYSTEM, the Magazine of Business, every month offers the business executive concrete ideas and suggestions for the betterment of *his own business*,\* it is more than merely a magazine—it is a powerful business tool that is used nearly everywhere worth-while business is located.

*\*That helps explain why SYSTEM has by far the largest circulation of any monthly magazine in the world selling at \$4.00 (or more) per year.*

SYSTEM  
*The* MAGAZINE *of* BUSINESS

# Pools of White in Which to Float Important Pictorial Features

An Almost Infallible Method, in Composition and Designing, for Concentrated Emphasis

By W. Livingston Larned

"POOLS of white space" was the picturesque manner in which an advertising artist described those open areas of paper which are employed as a means of concentrating reader attention on some specific object in the main illustration.

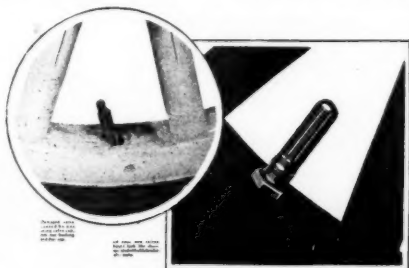
What is meant by "pools of white?" This can be best explained by citing a number of examples of them, as used by well-known advertisers. Allowing areas of white around the margins of a composition has nothing to do with the specialized application referred to in this article nor does "use plenty of white space" describe what we have in mind.

Rather, it should be explained, white space, in this instance is employed for the sole purpose of making prominent some significant part of a picture, some one thing in it, some product or some part of a product. It is the newer idea in pointing such things out, the modern arrow as it were, but far more subtle and less objectionable, from an artistic point of view than its predecessor. The contention is made by artists that advertisers are too insistent in the matter of directing the eye to a given part of the total space. They claim that it is not necessary to have a finger point the way, or an arrow speed to the object.

Exactly the same thing may be achieved with less physical effort and with a less obvious straining

after effect. The "pool of white" is one of the answers.

Analyzed from the artist's theory, the conditions are simple: white space, anywhere in an illustration, is a rest-zone for vision.



## Which tire will last longer?



All tire valves on your car should be protected like the valve on the right, above - not a single part missing.

Tires equipped with complete Schrader Valves get greater protection, look better and last longer.

You handicap a tire by omitting any one of its necessary valve parts, each of which has a definite function to perform. These parts will cost you but a few cents. Their constant use will save you many dollars.

If any parts are missing from your tire valves, replace them today. Carry extras for emergencies. Schrader products are sold by motor accessory dealers everywhere.

**Schrader**  
Makers of Pneumatic Valves Since 1885  
**Tire Valves - Tire Gauges**

BE SURE IT'S A Schrader LOOK FOR THE NAME

THE POOL OF WHITE MAKES THE SCHRADER VALVE STAND OUT IN SHARP RELIEF

The human eye will invariably seek such zones. Where there is nothing to do, there will the eye turn. It seems almost a paradox, but suppose we take it a step further. Place a horseman in the very centre of a mile of open space, and the eye will swing unerringly to him. The untroubled zone on every hand makes it almost necessary to look for the one living object.

We recall, with some amuse-

ment, a certain seller of precious stones, who was phenomenally successful. He would visit a prospect and take along a single stone. But he would wrap it in yards of white cotton batting. In the very centre of all the wrapping would be the tiny gem. There was nothing to detract attention from the article which was to be sold. It seemed ten times more important because of its studied isolation.

If you have not observed the current series for Pet milk, by all means do so. Here is, perhaps, the best example we can give of how pools of white space can improve an illustration. So scientifically are the white areas distributed, that if it is necessary or advisable to lead the eye to a given point in a figure layout, this can be definitely done. In every Pet milk advertisement, something like one-fourth of the total space is given over to pools of white in which type and illustration are cleverly floated.

An advertiser may wish to concentrate on the pen point in a fountain pen display. He does not care so much to lead the eye to the pen, as a complete unit. The pen point must be predominant. This is done by covering the entire quarter-page with halftone, with the exception of a white sheet on which the pen point rests. This leads the eye to that one place, first, and does it surely.

Why is it, if a squared-off halftone composition, filled with interesting detail, suddenly changes its form, and allows the advertised article—say a vacuum cleaner—to project beyond the border lines into white space, that this portion of the artwork catches the eye first? The explanation is simple enough. The all-over halftone, when opposed to the surrounding white space, against which a certain object is superimposed, takes second position. The pool of white has won its way in so far as the eye is concerned.

An advertiser used a drawing of a housewife washing a soiled wall in a kitchen. The regulation details of such a room had been introduced without stint. But, as

etched, with an all-over screen, there was no contrast. The advertiser recognized this. What he desired most of all, in that picture, was to direct vision to the hand, the cloth in the hand, and the small area of wall which had been made immaculate again.

The plate was sent back to the engraver. He cut out, white, on this plate, the zone of wall which had been cleaned, and against which the woman's hand rested with the cleaning cloth. What a difference! That pool of white made everything else in a large illustration quite secondary.

#### THIS WAS A DIFFICULT JOB

Another picture was of a group of people playing cards. The advertiser wished the eye to be directed not to the players at the table, but to the cards on that table. As presented in the original proof, however, human interest won out over the inanimate.

An engraver solved the problem. Very carefully, he etched out the surface of the table, allowing it, at the bottom, to merge into the body of the advertising space, and against this white zone, the cards were distinctly visible. The eye raced to this one part of the illustration. Those playing cards had been literally floated in a pool of white paper, while all of the remainder of the drawing was in tone, in screen.

There could be no more effective illustration of the value of the pool of white space than may be found in certain advertisements for the Schrader tire valve. By making a close-up view of what is to be seen when you look at the valve and its cap, through the opening between two wheel spokes, the product becomes amazingly prominent.

All of the accessory detail merely tends to emphasize the valve. There it stands, against a plot of white paper, and surrounded by the depth of contrasting color of the dark spokes. It is as if a brilliant spotlight had been suddenly turned upon it, yet the illustration is a natural one.

Why is it that text spaces, cut

# Leading Merchants Point the Way

IN July, the following thirteen department stores used 85,430 more lines of space in THE EVENING WORLD than they used in the same month last year:

B. Altman & Co.  
Arnold, Constable & Co.  
Best & Co.  
Bloomingdale's  
Hearn & Co.  
Lord & Taylor  
R. H. Macy & Co.  
James McCreery & Co.  
Oppenheim, Collins & Co.  
Saks, Herald Square  
Franklin Simon & Co.  
Stern Brothers  
John Wanamaker

This gain, reflecting the matured judgment of the most important group of merchants in America, was more than double the gain of the only other evening paper to receive increased lineage from the above establishments.

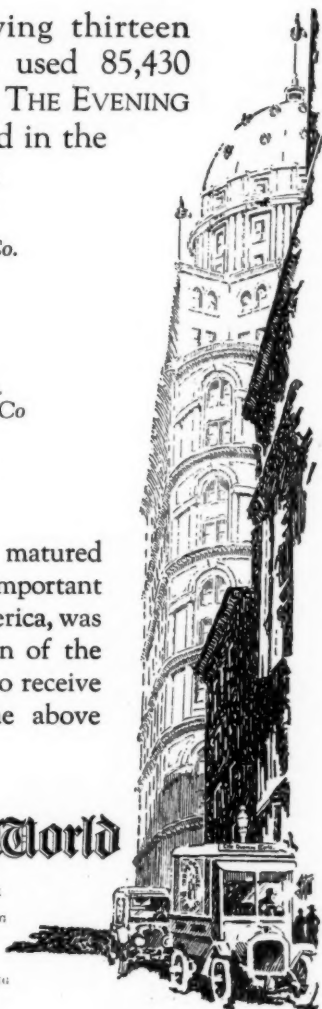
## The Evening World

Pulitzer Building, New York

TRIMINE TOWER CHICAGO    GENERAL MOTORS BUILDING DETROIT

TITLE INSURANCE BUILDING LOS ANGELES

TERMINAL SALES BUILDING SEATTLE    CHANCERY BUILDING SAN FRANCISCO



out white against surrounding areas of halftone illustrations, invariably catch your eye? It is because of the basic principle of the pool of white. The eye seems to start in that zone which is the most open and travel to other portions of an illustration.

Vignetting halftones into irregular shapes has become very much of a science, because if it is done cleverly, the eye can be taken on a personally-conducted tour, concentrating just where emphasis is most desirable.

A picture shows the interior of a store. There are several customers, a clerk, accessories. But the advertiser wishes to have you look first and foremost at a certain package for which the clerk is reaching. Wise vignetting can accomplish this. The package is made to project into a pool of white.

The silhouetting of figures in a complex composition, against white paper and the consequent elimination of all background has become very popular during recent years. It is done because advertisers have found that such figures are far more significant when they are not tangled up by the halftone screen and background details.

Thirty illustrations for a catalogue proved uniformly fascinating because, in each instance, vision was made to concentrate exactly where the advertiser wanted it to. In the showing of goods, there were certain featured parts which deserved the lion's share of attention. They received it by means of a ruse in retouching.

Borders were broken and the marginal white ran into the main designs at this point. They took the eye along with them in the most uncanny manner imaginable.

The handling of white space in the making of an illustration, in its placing in the advertisement, in the disposition of text and in vignetting, is an art which we are all just beginning to appreciate for its true value as a medium of expression. White space is always a luminous spotlight so far as vision is concerned.

## Eveready Announces New Radio Battery

The National Carbon Company, New York, manufacturer of Eveready flashlights and batteries, has announced a new type of radio B battery, known as the Eveready Layerbilt battery. The new battery has a radically new construction, utilizing flat cells instead of cylindrical.

Announcements to the trade are being made through trade papers. Announcements to the public will be made in September through a series of newspaper advertisements in all parts of the country, by full pages in radio consumer publications and by varying space in general magazines. This campaign is being directed by N. W. Ayer & Son.

## California Walnut Growers' Sales

The California Walnut Growers Association reports that its 1924 crop, totaling 34,975,100 pounds, was sold at an average of twenty-five cents a pound, and amounted to \$9,625,530. The cost of marketing was 5½ per cent of the f.o.b. value of the product.

Officers of the association were re-elected as follows: C. C. Teague, president; Ralph McNees, vice-president, and W. T. Webber, secretary.

## National Enameling Account with Milwaukee Agency

The National Enameling and Stamping Company, Milwaukee, has placed its advertising account with Klaus-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency. This company manufactures oil cook stoves, oil heaters, enamelware, tinware and related products. Magazines, farm papers, newspapers and trade papers will be used for this account.

## Clubwomen's Magazine to Be Published

The *Gammadian*, a new national clubwomen's magazine, will be published at Birmingham, Ala. The first issue will appear about September 1. The new publication, which will have a page size of eight inches by ten inches, will be devoted to articles of cosmopolitan interest.

## W. M. Engelmann Joins Pedlar & Ryan

W. M. Engelmann, who had been associated with Goode & Berrien, Inc., has joined the staff of Pedlar & Ryan, Inc., New York advertising agency, in charge of media and space buying.

## William F. Burrows Dead

William F. Burrows, chairman of the board of Libby, McNeill & Libby, Chicago, died on July 30. He had been associated with the concern for forty-three years.



# The Greatest Lever of Them All

The Times-Picayune publishes monthly an unusual paper named The Store, devoted chiefly to showing wholesalers and retailers why it pays THEM to handle and push advertised merchandise.

It devotes annually about 200,000 lines of its own space to telling its readers why THEY will profit by using its advertising columns as their buying guide.

These facts help to explain why The Times-Picayune so frequently yields returns even out of all proportion to its circulation dominance of the New Orleans field. Dealers and consumers alike are RESPONSIVE. Self-interest, systematically stimulated, makes them so.

## The Times-Picayune

FIRST FOR THE SOUTH

Representatives: Cone, Hunton & Woodman,  
Inc., New York, Chicago, Detroit, St. Louis,  
Kansas City and Atlanta; R. J. Bidwell Co.,  
San Francisco and Los Angeles.

# First in C

*For Nearly P*

Largest daily  
circulation in  
Cleveland or  
the State of Ohio

1 1 1

Most Advertising

1 1 1

Lowest Cost per M

# The Cleveland

FIRST IN CLEVELAND

250 Park Avenue  
New York City

Nation  
ALLIED NEW  
Cincinnati Cleveland S  
Represent  
PAP  
Franci

# Cleveland *Fifty Years!*

For nearly fifty years The Press has consistently printed and sold more newspapers in Cleveland than any other daily publication.

For nearly fifty years The Press has consistently printed more advertising for Cleveland merchants than any other daily publication.

Time tested by reader and advertiser alike—and not found wanting.

After fifty years it is still a “young” newspaper—still the strongest force in its community; still the staunch advocate of the sound principles outlined by E. W. Scripps, its founder; still the manufacturers' first choice in Cleveland when sales—at lowest cost per sale—are the advertising objective.

In The True Cleveland Market, The Press has 41,043 more circulation than the other evening newspaper and 43,512 more circulation than the largest morning newspaper.

# Cleveland Press

A SCRIPPS-HOWARD NEWSPAPER

Represented by

PAPERS, INC.

San Francisco Seattle Los Angeles

410 N. Michigan Boulevard  
Chicago

# Judge Gary Says— “The South Is Coming Into Her Own Again”

*In a letter to Richard H. Edmonds, President of Manufacturers Record, Judge Gary wrote as follows:*

**I**N answer to your telegram of today, permit me to say that I have been spending considerable time in Birmingham and vicinity during the last two or three months, and have been very agreeably surprised by the new developments which are to be seen. The South is “coming into her own” again.

Apparently the people are prosperous, there is a good deal of new building, the population is increasing, the farm products are becoming more diversified and the lands are better cultivated than I have heretofore noticed. What strikes me most forcibly is the conservative attitude of the people generally. I have heard some very good speeches by distinguished Southern gentlemen in favor of the observance of law and order, the cooperation of different interests and the determination to add to the strength, prosperity and influence of the whole South. I have been through the Southern country considerably during the last thirty-five or forty years and have noticed the changes for the better which have been appearing from year to year, but my last visit gave me a better impression of the present conditions and future prospects of the South than any I have made before.

As you know, our immense iron and steel plant at Birmingham has been and is growing in capacity by leaps and bounds. We have there one of the finest plants in the world, and with the great quantity of raw products available, including particularly iron ore, coal and stone, there is no reason why it should not continue to increase in proportions.

In short, I have a very high opinion of Alabama, especially Birmingham, and more especially your own organization, which I consider as fine as any that can be found anywhere in this country or any other country.

**NET PAID CIRCULATION NOW GREATER THAN**

*Daily*  
**76,000**

*Sunday*  
**86,000**

## The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.  
New York

J. C. HARRIS, Jr.  
Atlanta

KELLY-SMITH CO.  
Chicago

# Frenzied Merchandising

Manufacturers Tell How Some of the Cut-Throat Methods Now Prevalent May Be Supplanted by Saner Ways of Conducting Business

By E. B. Weiss

## II

IT is difficult, if not impossible, to trace the origin of the trouble in the drug trade which was outlined in the article on this subject that appeared in the July 30 issue of *PRINTERS' INK*. The war, of course, was partly responsible. It resulted in the expansion of factories which are now in a position to produce more than can be consumed here or sold abroad. However, this has been true also in other fields and yet they have not skidded down the merchandising ladder so far as has the drug trade.

Then there was the surplus of drug and allied products which flooded the market after the armistice. This, too, was something other industries had to contend with and it did not result similarly in all other trades.

Finally, there is the bootlegger. Beyond doubt, the bootlegger has played an important part in the present situation. His activities in the drug trade have already been described in *PRINTERS' INK*. However, in wholesale circles the bootlegger is being eliminated with fair success and in retail circles his activities are also being curbed. He is not so much of a factor as he was several years ago. Despite this fact, merchandising conditions in the drug trade have not improved to any appreciable extent.

Consequently, we are compelled to assume that regardless of the causes, frenzied merchandising is an effect which continues to exist after the cause is removed, or is in the process of being removed. In other words, the elimination of the bootlegger, at whose door most people lay all the merchandising evils, is not going to mean the elimination of bad merchandising. The following facts bear this out.

Collectively, retailers would like

to see prices stabilized and better merchandising practices revived. Individually, though, it is another matter.

An organized body of retailers is making an effort to bring order out of chaos. This organization is known as the New York Pharmaceutical Conference. In New York City, there are a number of local associations of retail drug store owners. These groups have been holding separate meetings. Eventually, these separate groups adopted the plan of appointing representatives who came together at more or less regular intervals to confer over their mutual problems. As a result of these conferences, it was eventually decided to make the meetings and the matters discussed more orderly and formal. Consequently, the New York Pharmaceutical Conference, Inc., was formed.

## WORK FOR PRICE STABILITY

Starting in January, 1925, this conference began actively to work along the lines of price stability. The local group representatives who composed the conference are said to represent a total of 4,200 retail druggists. There are supposed to be 4,700 retail druggists in the metropolitan district.

The dealer members were informed that the conference contemplated issuing identification cards to those manufacturers and wholesalers who agreed to make sincere efforts to have retailers hold to established prices. The dealers were asked not to buy from any wholesaler's or manufacturer's salesman who did not have a card issued by the conference.

Then, the conference got in touch with various manufacturers and wholesalers. Those whose sales policies were known to be of a nature in line with the desires of

the conference were sent the so-called "Courtesy Cards." Others were asked to explain their sales policies.

At the present time, the cards are being sent to something like 100 wholesalers and manufacturers' sales forces. Whether these salesmen are using them is something else.

The card reads: "This will introduce Mr. \_\_\_\_\_. Representing \_\_\_\_\_. Any courtesy extended him will be appreciated by the New York Pharmaceutical Conference."

The card is signed by the president of the conference and the chairman of the committee. New cards are issued each month. If a concern is given cards one month and does not act in conformance with the wishes of the conference, it does not get the cards next month.

It is important to know that the 4,200 druggists who are, indirectly, members of the Conference are paying \$30 a year dues to their local groups. A portion of this is devoted to defraying the expenses of the New York Pharmaceutical Conference. It is also worth while to repeat that dealers are asked not to buy from salesmen who do not show the Courtesy Cards. A number of manufacturers have been advised that any agreement with retailers to uphold prices is illegal and they have not applied for introduction cards for this reason.

It must be remembered that the plan has been in operation only a short time. Consequently, the fact that a prominent drug sales agent reports that his salesmen claim only one out of fifty dealers upon whom they call asks for the Courtesy Cards may mean little or much. These salesmen, who do not carry the cards, also say that they have little difficulty in selling those who do ask for the Courtesy Cards. Only a handful, they say, insist upon them.

Let us leave the retailers for a moment and see what the wholesalers are doing to extricate themselves from prevailing conditions.

Comparatively recently, a num-

ber of wholesale druggists decided to stop giving the extra 10 per cent discount. Of these, only a very few actually carried the plan into execution. And of these few, almost everyone gave it up very quickly. One of the wholesalers who is sticking to his guns has suffered a severe decline in his business. For example, a manufacturer selling through this wholesaler tells me that the latter's purchases of that product during March, when the wholesaler gave the extra 10 per cent to dealers, totaled seventeen gross. In April, when the extra 10 per cent had been eliminated, the wholesaler's purchases from the manufacturer dropped to four gross. In May, purchases dropped to two gross.

There you have a peculiar anomaly. The retailers claim they want to put the business on a firmer foundation. But when the wholesalers endeavor to drop a merchandising plan which is tending to keep the business upset, the retailers refuse to buy from them.

#### TIT FOR TAT

Up in the Bronx, there is a retail druggist who has been keeping matters in a turmoil for years by his price-cutting practices. Shortly after the New York Pharmaceutical Conference inaugurated its new plan, a number of Bronx retailers held a meeting to which they invited the price-cutter. They asked him if he would not "please stop" cutting prices. He, in turn, asked all those present who were buying from wholesalers who were no longer giving the extra 10 per cent, to stand up. Not one retailer stood up. His answer was that when the retailers would do without the extra 10 per cent he would stop cutting prices.

A few retailers are trying to stem the tide. They may succeed. It hardly seems likely, however. In the first place, the retail druggists are not knit closely together. Resolutions mean little or nothing to them. You may be sure that the 4,200 retailers represented in the New York Pharmaceutical Conference—or at least the large ma-

## WE can't serve two masters in Boston but *you* must

The Boston market has this peculiarity: It is sharply divided into two great groups. Both are rich, both essential to any one who wishes to sell all of Boston.

Yet these great groups are almost as alien to one another in most respects as London is to Vienna! They are different in tradition, in sentiment, in origin. They think differently, and they read different newspapers.

No newspaper in Boston can serve two masters. Each must appeal to one or the other of the two great population groups. In this respect, Boston is unique.

Examine copies of the four major newspapers of Boston. Three, you will see at once, are similar, in news appeal and emphasis, in physical make-up, in editorial content. They all appeal to the same group.

Then examine the Herald-Traveler. Its difference from the other three will speak eloquently of the difference in its readers. Only the Herald-Traveler completely covers its great population group of over a quarter million families.

That is why the advertiser who wishes to serve both of the great Boston groups must use the Herald-Traveler and one or more others.

To omit the Herald-Traveler from your list is to exclude entirely the influential section of the buying public. Most advertisers understand this situation and find Boston a rich and responsive market.

That situation is explained in greater detail in our booklet, "Business Boston." Won't you let us send you a copy? Your request on business stationery will be promptly honored.



# BOSTON HERALD-TRAVELER

jority of them—are still merrily cutting prices.

The second reason is that so long as wholesalers grant the extra 10 per cent, and so long as manufacturers persist in giving extraordinary discounts and big free deals, retailers will cut prices. This is really the crux of the situation.

For instance, one of the important factors in the drug trade—a concern which has achieved a remarkable advertising success during the last three years—writes:

We are firm believers in special offers to retail druggists involving the allowance of bonus or free goods or extra discounts, provided retail druggists will give us their co-operation for such concessions in the way of window and counter displays.

However, under no circumstances do we make any extra concessions of this nature that will leave such a tremendous profit to the retailer on his resale prices that he can proceed to engage in demoralizing price cutting on our products. In other words, our sales policy is predicated on giving the retail druggist a minimum of 33 1-3 per cent profit when he buys any of our nationally-advertised products through the wholesale trade.

When a retailer buys direct from us in quantities and he sells our products at our list prices, his profit averages from 33 1-3 per cent to 44 per cent.

We also recognize the fact that modern merchandising demands, from time to time, special sales in order to stimulate business and bring up the volume of sales. We fully believe in the wisdom of this method provided it does not result in demoralizing price cutting, with the intent to use popular products as bait to attract patronage in the hope of selling other and often inferior articles.

We are firmly opposed to such unsound and unfair trade practices which ruin legitimate retailing and injure our interests. On the other hand, we say again that it is good practice for the progressive retail druggist to stimulate his business from time to time by well-planned special sales, which result in larger volume, more rapid turnover, and, at the same time, yield him a return sufficient to cover his expenses and leave at least a reasonable profit.

In other words, we believe that, when a retailer puts on a special sale, the minimum price at which he should sell any of our nationally-advertised products should yield him a minimum profit of 33 1-3 per cent on his resale price, calculating that special resale price on his cost when he buys direct in gross lots.

Our special offers, with which we allow bonus or free goods or special discounts, are very carefully planned along these lines.

There is no question that manufacturers, by allowing tremendous discounts

or unusual quantities of free goods, stimulate price cutting and demoralization of the retail drug trade.

It will be observed that this manufacturer, although he does favor the free-goods and special-sale plan, is endeavoring to follow a policy of moderation and sanity. Although other executives do not agree that any kind of free-goods plan is necessary or advisable, the letter is worth printing, because the manufacturer is at least, conservative. Also he recognizes and admits the evils of free-goods and excessive discounts.

If such an attitude as is described in the above letter were more prevalent in the industry, the present state of demoralization would soon be vastly improved. When a retailer is given a discount that allows him to make a normal profit, he is not tempted to cut prices. But when free-goods offers, special discounts, etc., give him a margin of from 100 to 300 per cent to play with, it is to be expected that he is going to shave a large part of it off the retail price.

Another important factor in the trade gives us four principles which this concern follows and which, if adopted by other concerns would also tend to alleviate conditions. These principles are:

First: We never consign goods to any customer.

Second: We never pay for window space directly or indirectly.

Third: We do not encourage or offer inducements for customers to buy unusually large quantities of our products, continually pointing out to them that the best practice is to purchase for their regular needs, which is the only way they can have frequent turnovers of their stocks, resulting in larger profits on the amount invested, and at the same time eliminating the dangers that always surround the over-stocking of any line of goods.

Fourth: We repeatedly enjoin our salesmen not only to instruct but to cooperate with their customers in the matter of conservative buying, for the reason we are thoroughly familiar with the increasing variety of goods that the druggist of necessity must carry, and the average druggist as he stands today is not in a position financially or otherwise to take advantage of the many offers that are presented to him.

Beyond question, policies of this sort are going to help greatly.

(Continued on page 73)



**T**IMELY rains—unusually good agricultural conditions—will bring several hundred million additional dollars over previous averages into the trade territory served by the Item-Tribune.

Meantime our Gulf Coast is booming; and realty values in New Orleans advancing at about a hundred million rate for the coming year.

This wealthy, substantial and prosperous city and section is covered by the Item-Tribune—thoroughly, and at one cost!

## New Orleans Item-Tribune

Weekdays, 15c a line

Sundays, 18c a line

James M. Thomson  
Publisher

A. G. Newmyer  
Associate Publisher

*National Advertising Representatives*

**John Budd Company**

New York Chicago St. Louis Atlanta  
Los Angeles San Francisco Seattle

**Farm Life** by  
lation that of Farm  
publication it has  
advertisers the larg-  
**Farm Field—About**  
**ter—or More at but**

NOTE—No increase in rate will  
be announced until the exact  
size of the combined circulation  
has been correctly computed.

 **Farm**

with which has been consolidated FARM AND HOME

**adding to its circu-  
and Home [which  
absorbed] now offers  
est circulation in the  
a Million and a Quar-  
\$6.00 a Line.**

**Life**

*James M. Riddle, Co., Special Repre-  
sentatives, Chicago, New York, Kansas  
City, San Francisco, Atlanta*

*—about a million and a quarter*



They hit at the very root of the trouble—which is faulty merchandising by manufacturers. It is this faulty merchandising which, together with bootlegging competition, has led wholesalers to give all sorts of inside and special discounts. And it is this combination of poor merchandising, plus wholesale discount practices, that has opened the way for demoralization of the trade by retailers.

Since this is so, it would seem that manufacturers ought to take the lead in working up toward a higher level of doing business. Neither retailer nor wholesale distributor can accomplish much unaided, regardless of how sincere his efforts are. But the manufacturer, because of his strategic position at the head of the merchandising procession, is so situated that, even though distributors might give only half-hearted co-operation, he can, nevertheless, start the ball rolling.

The two manufacturers just quoted are working along the right line. Another plan is to advertise to the trade, setting dealers right on merchandising methods. This is what the Bayer Company, Inc., Bayer's Aspirin, is doing. Bayer is employing direct-mail advertising for the purpose. For example, a recent mailing reads, in part: "Don't Cut Prices! Price cutting is a 'disease' that develops into an epidemic. Many merchants, although fully aware of the unwholesomeness of this practice, participate in it for fear of losing customers, thus a low profit level becomes general. To make the largest profit you must sell the goods most in demand and yielding the greatest gain on each sale."

E. R. Squibb & Sons are also using printer's ink to convince distributors that poor selling methods are ruinous to everyone concerned. For instance, in the July issue of Squibb's house magazine, we read, under the caption "Our Attitude Toward Aggressive Price Cutting":

Aggressive price cutting is to be condemned as destructive of every interest involved. It means the sacrifice on the part of the retailer of necessary profits,

—of profits without which he cannot render the service to the Medical Profession and to the public, which is expected from him.

Every transaction that does not earn at least the overhead expenses represents a definite loss. The theory that such loss is made good by profit on articles sold at regular prices is fallacious. Aggressive price cutting permanently injures the earning power of the store, as it tends to establish selling prices that spell ruin to the dealer. Aggressive price cutting demoralizes customers, for it reduces them to mere bargain hunters and inevitably destroys their confidence in the integrity and honesty of the store.

The only safe practice is—to earn your overhead and reasonable profit on every sale. The retailer who disregards this fundamental rule of sound business places himself upon the slippery road to disappointment and failure.

We are not unmindful of the causes that lead to ruinous price cutting, and we sympathize with the retailer who knows that he is not making the profits that his service requires, and yet feels compelled to follow the path of self-destruction because other retailers do the same.

We also recognize that modern merchandising requires of the retailer that he arrange special sales from time to time, in order to stimulate business and increase the volume of sales. Such special sales, however, must not depend on ruinous price cutting on popular products with the intent to use them as bait to attract patronage, in the hope of selling also other, and oftener inferior, products.

We are firmly opposed to such unsound and unfair trade-practices, which tend to destroy legitimate retailing. Some method must be found to stem the tide which threatens to overwhelm the professional retail druggist. He is an absolutely necessary factor in our economic life.

Whilst the laws do not permit us to dictate to any customer at what prices he is to sell the goods bought from us, and whilst we will have no agreement or understanding with any customer regarding the resale of our products, we nevertheless wish it distinctly understood that we disapprove of the sale at retail of any Squibb product at a price that does not leave the retailer a reasonable profit after covering his over-head expenses. If any retailer sells any Squibb product at a price which does not leave such reasonable profit, we must consider his action as unfriendly toward us and detrimental to our business.

Under our Sales Policy thus outlined we reserve our legal right to refuse to sell our products to any distributor who destructively cuts prices and demoralizes our market.

Perhaps the best solution of the difficulty is that suggested in the following letter from William Cordes, president of the Prophy-lac-tic Brush Co., Florence, Mass. He writes:

We know that the conditions which you describe have been existing for some little time—that is, the matter of extra inducements for the mere privilege of getting certain manufacturers' products in stock; unusual discounts, free deals that are ridiculous, and quite extraordinary and enormous prices are being paid for window display space.

We consider the attitude of these manufacturers as being decidedly unethical and there isn't any question in our minds that they are mistaken in their methods of merchandising and, in the long run, they will be the losers.

As to giving you any definite information as to how to combat this condition, I am sorry we have no other plan than that we simply do not do it. We are not mapping out any fancy plan or scheme for combating it. Our terms and prices and our treatment to the trade is the same for all; we make no special discounts to anyone and we will not take on any of these unnatural methods of merchandising. We will not try to do anything unusual or use what we have been in the habit of terming "circuit" methods for merchandising our goods.

We are simply going along and merchandising our product through legitimate means, and I am very happy to state that our business has constantly increased despite many of these methods that we have come in contact with. So far this year our business is very much larger than it was in 1924 and it has been increasing gradually right straight along. We probably could make unnatural increases for a period if we were to adopt some of the methods above referred to, but we do not look upon them as being legitimate.

It seems to us that there is no other way to handle a proposition of this kind than to *simply not do it*.

That is an admirable summing up of the problem and its solution. It is also valuable proof of the contention that sane merchandising methods will win out even in direct competition with hysterical or "circuit" merchandising plans, as Mr. Cordes calls them. It is a splendid testimonial to a courageous belief in the efficacy of sound selling policies, that Pro-phy-lac-tic has refused to be stampeded. Also, it is a splendid testimonial to the actual productiveness of these plans, that, despite frenzied rivalry, Pro-phy-lac-tic is able to report sales increases.

The Pro-phy-lac-tic Brush Co., in addition to its policy of abstaining from unsafe, unsound and unethical merchandising practices, is working out another solution to the problem which Mr. Cordes neglected to mention. This is a campaign of advertising which Pro-phy-lac-tic has been running

in a number of drug trade papers in which much of the copy is devoted to an exposition of the fallacies of current retail sales practices.

One advertisement captioned "Some druggists have stopped short-changing themselves" reads:

There are two ways to short-change yourself. One, when you give a customer too much change. The other, when you give a customer too low a price on the goods you sell. The first you may never be able to eliminate entirely. The second many merchants are gradually stopping.

On some items it never pays to take less than your legitimate margin of profit. One such item is the Pro-phy-lac-tic Tooth Brush.

During 1924 thousands of merchants stopped short-changing themselves on Pro-phy-lac-tics. They charged full price. They found that no one will bother to shop around to save a few cents on a tooth brush. They did as big a Pro-phy-lac-tic business as ever.

Why don't you try charging fifty cents for Pro-phy-lac-tics? Fifty cents is the advertised price. It is the price people expect to pay. It is the price which nets you a *real* profit.

Send us the coupon below for free display material—a five-foot, eleven-color, cut-out of Pro-phy-lac-tic Bill and a mahogany finished counter stand. Put these displays up in your store. With them you can focus on your store the Pro-phy-lac-tic advertising campaign, the biggest in our history. You can sell more Pro-phy-lac-tics than ever before. And you can sell them at full price.

Another advertisement, appearing as a double-page spread, devotes an entire page to letters received from druggists who tried the plan of charging the full price of fifty cents for Pro-phy-lac-tics and are pleased with the result. All of the copy refers to the company's immense consumer campaign and tells dealers how to tie up to it by securing Pro-phy-lac-tic display material. Says one piece of copy: "Check your stock of Pro-phy-lac-tics. Put up the Pro-phy-lac-tic displays—the window displays of Prophy-lac-tic Bill, the counter display, or both. Leave them up for two weeks. Set your price for Pro-phy-lac-tics at 50 cents. Then, at the end of two weeks, compare your tooth brush sales with previous records. And compare your profits. *You'll be convinced!*"

Another interesting letter was received from Henry Platt Bristol, of the Bristol-Myers Company:

# He's a big man in his own town

Your dealer is a big man in his home town.

His fellow towns-people know him and respect his judgment and integrity.

You, as a manufacturer, can add this local prestige to your selling effort. Our plan for making more *actual* sales plays up your local dealer in the community where he is known.

*It is worth your while to ask  
for particulars as to how this  
plan can be applied profitably  
to your own business.*

**CHARLES FRANCIS PRESS**

*Sales Promotion Campaigns  
to Dealer and Consumer*

**461 EIGHTH AVENUE  
NEW YORK**

I may say Bristol-Myers Company does not consider it a good policy to subscribe to the many merchandising schemes common in the drug trade. For instance: an excessive free offer when withdrawn becomes a boomerang!

In fact, offhand, I do not know of any product that has established a long-time success on any of these methods. Undoubtedly, a large number of the newer companies utilize many schemes to obtain a toe-hold on the druggists' shelves, but it has been our fundamental belief that if you create a sufficient demand so that a product moves, druggists are perfectly willing to carry it. There are probably a lot of "ifs" and "buts" that can be added to that statement, but nevertheless, I feel it is distinctly basic.

Then, too, as manufacturers, we know there are certain costs below which a product cannot be produced, and we also know that certain expenses must be applied for sales efforts. When a company disregards these, it is only a question of time until they will be forced to give up or change their tactics.

From the individual manufacturer's viewpoint, the solution lies, as Mr. Cordes so clearly pointed out, in avoiding any hysterical selling policies. Sane practices, as they begin to supplant the "circus" kind will, of their own force, cause changes in wholesale and retail selling tactics. However, it does seem as though the more modern idea of merchandising could be made to permeate more rapidly through the various drug-trade channels, if the manufacturers would undertake a group advertising campaign designed solely to educate distributors on the finer points of selling. This is not a brand new idea. Other industries have got together and spent considerable time, money and effort for the sole purpose of showing distributors how to sell more efficiently and effectively.

The Pro-phy-lac-tic campaign is indicative of the kind of advertising which is needed. Distributors must be shown the fallacy of their present methods. Then they must be shown how to improve upon these methods. They are eager for this information. Their own efforts to change conditions, as evinced in the activities of the New York Pharmaceutical Conference and in the activities of other types of distributors, is proof positive that the time is ripe for such a campaign.

Once the manufacturers have cleaned up their own house, it would not take a campaign of this kind long to produce results that would be little short of astonishing.

### California Pear Growers Have New Campaign Under Way

Recognizing that the prosperity of the Western fruit grower depends largely upon the per capita consumption of his product in the East and Middle West, the California Pear Growers Association, San Francisco, is again this season carrying on an active newspaper campaign in the larger Eastern and Middle Western cities. The campaign will continue through the entire California pear season, from the middle of July until the first of September. It is being directed by N. W. Ayer & Son, through their San Francisco office.

### World Wide News Association Advances Y. L. Mason

The World Wide News Association, New York, has appointed Y. Lewis Mason as representative in its Shanghai, China, office. He has been Chinese executive in the New York office for the last three years. Mr. Mason will supervise the association's export advertising business in that territory.

S. H. Somerton will be in charge of Far Eastern advertising in the New York office.

### Swift Copy Ties Up with Arctic Expedition

On the occasion of MacMillan's recent sailing for the Arctic, his expedition was made the subject of timely copy in newspaper advertising by Swift & Company. An illustration showed a dock piled high with cases and barrels of Swift products, with MacMillan's boat and a few icebergs in the background. The copy told of MacMillan's endorsement of Swift goods which he had used during his previous trip north.

### Dental Account for Rochester Agency

The Ritter Dental Manufacturing Company, Rochester, N. Y., dental equipment, has placed its advertising account with the Hutchins Advertising Company, Inc., of that city. This agency also has obtained the account of the Benroy Automotive Service, Inc., Rochester, manufacturer of Pomeroy electric primers.

### Cleveland Automobile Reports Profits

Net profits, after dividends, of \$1,031,337 for the six months ended June 30, are reported by the Cleveland Automobile Company, Cleveland. Gross profits were \$1,911,578.





PHYSICAL  
CULTURE'S  
ADVERTISERS

*One of a  
Series*

## And here are the words to the music—

W. C. W. DURAND, *Advertising Director*,  
Physical Culture, 1926 Broadway, New York City.

Dear Sir:

It would be difficult to answer your recent letter with any degree of satisfaction to ourselves without making our letter sound as though we had been paid to write it.

Physical Culture is one of the best mediums we have ever used, both from inquiry-producing and sales-producing standpoints.

We believe, in addition to this, it has a great publicity value and, taking it all in all, we are more than satisfied with results.

Yours very truly,

BUESCHER BAND INSTRUMENT CO.

The readers of Physical Culture are healthy and happy, and it is only natural that their buoyant spirits should seek expression in the optimistic music of the day.

For that matter you can sell more of almost *anything* to healthy optimists than you can to dyspeptics and cynics.

# Physical Culture

W. C. W. DURAND, *Advertising Director*  
1926 Broadway New York City



He had written a sales-letter that was 100%. It meant the business. There was a Prospect with wide acres and plenty of cash. The quicker they got together the better. Particularly as the Big Competitor was also on the job. So the 100% Letter went by air-mail and Our Friend sat back and waited for the order and the check to come to roost. The air-mail went in

the right direction but it was 1,000 feet up as the R. F. D. man slipped the competitor's letter in the box and put up the Little Red Flag.

You can't reach the South through magazines alone. Magazines don't "land" often enough. Study the circulation figures. Take any of the great magazines. In ten wealthy Southern States its circulation will equal only about 1% of the total population. But



**"Sell it South**

there are mighty few R. F. D. boxes or city homes that do not get their newspapers daily.

Newspapers cover the South economically, fully and effectively. For the South reads newspapers — reads them closely and regularly.

The South's astounding development during the last decade, its enormous wealth, its assured future—make it

the most attractive of markets. Southern Newspaper rates are low. Through this Association they stand ready to give merchandising aid that knows local conditions.

For detailed information on the South as a market, write to the Southern Newspaper Publishers' Association at Chattanooga, Tennessee, or to any of the newspapers listed below.

## These Newspapers Are The Sure Means Of Reaching The Rich Southern Market

### ALABAMA

Annisson Star  
Birmingham Age-Herald  
Birmingham News  
Huntsville Times  
Mobile Item  
Mobile Register  
Montgomery Advertiser  
Montgomery Journal  
Opelika News

### FLORIDA

DeLand News  
Fort Myers Press  
Gainesville Sun  
Jacksonville Journal  
Jacksonville Times-Union  
Lakeland Star-Telegram  
Miami Herald  
Miami News  
Orlando Reporter-Star  
Orlando Sentinel  
Palm Beach News  
Sanford Herald  
St. Augustine Record  
St. Petersburg Independent  
St. Petersburg Times  
Tampa Times  
Tampa Tribune  
West Palm Beach Post

### GEORGIA

Albany Herald  
Atlanta Constitution  
Atlanta Journal  
Augusta Herald  
Columbus Ledger  
Moultrie Observer  
Savannah News

Thomasville Times-Enterprise  
Waycross Journal-Herald

### KENTUCKY

Paducah Sun

### LOUISIANA

Baton Rouge State-Times  
Lafayette Advertiser  
Lake Charles American Press  
Monroe News-Star  
New Orleans Daily States  
New Orleans Item-Tribune  
New Orleans Times-Picayune  
Shreveport Times

### MISSISSIPPI

Greenwood Commonwealth  
Gulfport & Biloxi Herald

### NORTH CAROLINA

Asheville Citizen  
Asheville Times  
Charlotte News  
Charlotte Observer  
Concord Tribune  
Elizabeth City Advance  
Fayetteville Observer  
Gastonia Gazette  
Greenboro News  
Henderson Dispatch  
Hickory Record  
Kinston Free Press  
Raleigh News & Observer  
Raleigh Times  
Rocky Mt. Telegram  
Salisbury Post  
Winston-Salem Sentinel

### SOUTH CAROLINA

Charleston News & Courier  
Columbia Record  
Columbia State  
Rock Hill Herald  
Spartanburg Sun  
Sumter Item

### TENNESSEE

Chattanooga News  
Chattanooga Times  
Clarksville Leaf-Chronicle  
Columbia Herald  
Knoxville Sentinel  
Greeneville Democrat Sun  
Knoxville Journal  
Memphis Commercial Appeal  
Memphis Press  
Nashville Banner

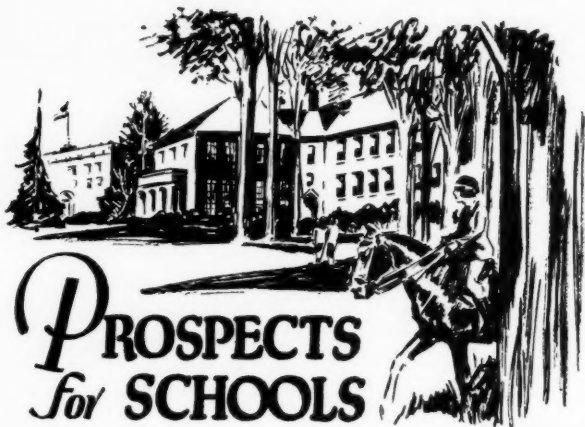
### VIRGINIA

Clifton Forge Review  
Danville Bee  
Danville News  
Danville Register  
Fredericksburg Daily Star  
Lynchburg Advance  
Lynchburg News  
Richmond News Leader  
Roanoke Times  
Roanoke World News  
Staunton Leader  
Staunton News-Leader  
Winchester Star

### VIRGINIA-TENNESSEE

Bristol Herald Courier  
Bristol News

# Through Newspapers"



**D**ETROIT and Michigan represents one of the most responsive and attractive markets in America for schools and colleges of good repute.

And The Detroit Free Press is conceded by those who have any knowledge of the situation at all to be the most productive, most influential medium in this territory for educational institutions ambitious to tap the thousands of school prospects now available here.

Many of them have already scheduled their campaigns to start with the Annual Educational Number of The Detroit Free Press published on Sunday, August 30th.

Forms will close Thursday, August 27th.

## The Detroit Free Press

*"Starts the Day In Detroit"*

VERREE & CONKLIN, INC.

*National Representatives*

New York Chicago Detroit Kansas City San Francisco

# Even Banks Have a Line to Sell

A Plan That Familiarizes Bank Depositors with Banking Services

**Q**UESTION average bank depositors regarding the services made available to them by their banks and the answers received will indicate a surprising lack of knowledge. Their transactions usually are limited to the savings, checking and loan facilities. They will do business with a bank for years and probably know nothing of its safe, trust, escrow or bond departments.

In this respect, banks are in a position analogous to manufacturers marketing a diversified line of products. The merchandising principles which manufacturers adapt to bring all their products to the attention of prospects also can be successfully applied in solving the banker's difficulties.

Chester C. Lincoln, assistant vice-president of the Security Trust & Savings Bank, Los Angeles, speaking before a financial department meeting at the recent convention in Seattle of the Pacific Coast Advertising Clubs Association, told of a comprehensive merchandising plan developed by his bank which sells the services of every department to depositors. The plan, in brief, follows:

(1) Reaching prospects: The names of new arrivals are obtained from hotels and apartment houses and they are sent copies of guide maps of the city. Enclosed is a simple word of welcome and a wish that their stay will be pleasant. Road maps also are distributed among motorists.

(2) New depositors: When an account is opened, a pamphlet is given by the new-accounts teller which directs attention to the services available in other departments. Emphasis is placed upon the value to depositors of transacting all their business under one roof.

(3) Follow-up: As a second reminder of the various departments, a printed slip explaining these is attached to the front of check books given new customers.

(4) Stockholders: With every

quarterly dividend check is sent a message re-emphasizing the high principles under which the bank operates, outlining its services and, unobtrusively, pointing out that stockholders do their friends a service when they refer them to the bank.

(5) Holding good-will: To keep depositors sold on the bank and to make each one a salesman for the institution, the bank has equipped a research department for their use. When a new law or city ordinance is passed of particular interest to depositors, a booklet explaining its effect is published.

(6) Safe deposit boxes; In the renting of these, the bank has found old methods of merchandising to be effective. Talking on this subject, Mr. Chester said: "Here is something which a bank has to sell that is tangible and concrete. But safe deposit departments are nearly always in the basement or out of sight in the rear.

"There is a pivotal point in renting boxes just as there is in making sales. The necessary thing is to give a prospect the impulse to rent a box at a time when he can step right up and do it. We have constructed and set up on our main banking floor an exact replica, in size and appearance, of a section of our safe deposit vaults. Several of the little steel doors are standing ajar, exposing to view boxes of different sizes. These boxes are partially drawn out, with a card attached to each stating its rental price.

"An attendant stands beside it to explain about sizes and prices and to converse pleasantly with the prospective customer about the value of having a safe deposit box. If the prospect discloses interest, he is cordially invited to make a tour of inspection of the safe deposit department. Once he is within the department, he usually rents a box."

(7) Closed Accounts: When a

depositor closes his account, the bank makes every effort to see that he goes away with a friendly feeling. Instead of the teller merely stamping the passbook "Account Closed," and passing it out to the depositor, a small folder is enclosed expressing the bank's appreciation of his patronage and the hope that cordial relations will continue. "We assume," Mr. Chester said, "that the depositor may wish to re-open his account some day, and we want him to think of us first as the bank of efficient service."

### Bananas to Be Advertised in New Campaign

A new campaign to promote the popularity of bananas as a food product will be conducted jointly by the Fruit Dispatch Company, Standard Fruit and Steamship Company and the Cuyamel Fruit Company. These companies operate steamship services between New Orleans and tropical points and they are uniting in this campaign to increase the consumption of bananas so as to increase the importation of this product which constitutes a major item cleared through the port of New Orleans.

The keynote of the campaign will be "Yes, Bananas, the Body-Builder." The campaign will describe the value of bananas from the standpoint of food content, sanitation, economy, palatability and will tell of the various ways in which they may be served.

Plans call for the use of newspapers, outdoor advertising, menu books and dealer-help material. The advertising will start in October and will cover the country sectionally. The first section to be covered will include Illinois, Indiana, Iowa, Missouri and Wisconsin.

Bauerlein, Incorporated, New Orleans advertising agency, have been appointed to direct this campaign.

### Consolidated Cigar Income Gains

A net income, after charges, of \$345,061 is reported by the Consolidated Cigar Corporation, New York, for the quarter ended June 30. For the first six months of 1925 the net income was \$628,107. The Harvester and Adlon cigars are manufactured by the Consolidated company.

### Incense Account for Harry C. Michaels Agency

A. A. Vantine & Company, Inc., New York, incense and incense burners, has placed its advertising account with the Harry C. Michaels Company, advertising agency, also of New York. An advertising campaign on incense will be conducted in magazines.

## Getting the Sales Manager's Okeh on Advertising Copy

THE POWERS-HOUSE COMPANY  
CLEVELAND, OHIO

Editor of PRINTERS' INK:

Your help would be very much appreciated in aiding us to locate articles on the subject of whether or not an advertising manager should get the sales manager's okeh on copy before it is returned for use in a publication.

If you can manage to give us the location of any articles you may have carried on this subject, you may be assured of our gratefulness.

THE POWERS-HOUSE COMPANY,  
C. A. Marbach.

IF the concern our correspondent has in mind is the kind of a concern in which it is important to get the sales manager's okeh on a piece of advertising copy, we would say that it is important to get it. Seriously speaking, though, it is our humble opinion that a company where such a question arises at all is not organized on the right basis. Modern advertising is a result of co-ordination between all the departments of a business that is interested in its selling end. Copy may be written by one man, but it should be a reflection of a plan that was conceived by many executives in the business, including the sales manager.—[Ed. PRINTERS' INK.]

### Log Cabin Products with Blackett and Sample

The Log Cabin Products Company, St. Paul, Minn., has placed its advertising account with Blackett and Sample, Inc., Chicago advertising agency. Plans for 1926 call for the use of color pages in magazines on Log Cabin Syrup.

The Pennsylvania Salt Company, Philadelphia, also has appointed the Blackett and Sample agency to direct its account. Farm, papers and newspapers will be used in advertising Lewis lye and Pensal water softener.

### Additions to Staff of Corman Agency, New York

Hawley Turner has joined The Corman Company, New York advertising agency, as a member of the service staff. He was formerly with the Curtis Publishing Company and the H. E. Lesan Advertising Agency, Inc., New York.

F. N. Merriam, Jr., formerly with the J. Walter Thompson Company, New York, and more recently with Campbell-Moss-Johnson, Inc., New York, also has joined the Corman agency.

## "That affair in Spain"

**D**ISQUIETING reports and scattered bits of evidence convinced an American manufacturer, whose name is a household word and whose product has a world-wide distribution, that conditions were decidedly not as they should be with one of their agents in Spain.

But the situation was delicate and could not be handled bluntly or tactlessly. It was impossible at the time for their Export Manager to go to Spain altho quick action was imperative.

The local I.T.D.\* representative handled the matter for him and later he said, "That affair in Spain could not have been handled with better discretion nor more effectively if I had gone over myself."

All over the world I. T. D.\* experienced merchandising experts are on-the-spot, ready to help you with any foreign problem.

*"GREEN SEAS and YELLOW GOLD"  
tells the details and will be sent to  
any executive requesting it on his  
business stationery.*

**\*INTERNATIONAL  
TRADE DEVELOPER CORPORATION  
247 Park Avenue, New York**

## Norfolk and Portsmouth Planning Three-Year Campaign

**A** MOVEMENT begun and carried out at Norfolk, Va., under the auspices of the Norfolk-Portsmouth Chamber of Commerce, has resulted in the creation of an advertising fund of \$300,000. Approximately \$100,000 of this sum was raised through public subscription, following which there was raised from municipal and county governments the balance needed to bring the fund up to a pledged \$100,000 a year for three years. This fund will be spent during the next three years in a campaign to advertise the commercial, industrial and playground advantages of Norfolk and Tidewater Virginia.

The fund is to be administered by a board of governors. The five members who constitute this board were selected by a special committee of fifty-two business men. The personnel of the board includes S. L. Slover, publisher of the *Norfolk Ledger-Dispatch*, chairman; Goldsborough Serpell, chairman of the board of directors of the Seaboard National Bank, treasurer; Thomas F. Thompson, president of the Chamber of Commerce; W. W. Mitchell, manager of the Norfolk assembly plant of the Ford Motor Company, and E. W. Maupin, of the Hawks-Maupin Company, Portsmouth.

This board has been given absolute responsibility for the expenditure of the fund in a manner that will properly advertise the attributes, advantages and facilities which Norfolk and its surrounding territory have to offer to the outside world. The board has decided to take over the publicity bureau of the Chamber and make it the nucleus of a local staff to carry on the same type of coordinated advertising it has conducted under the Chamber, but on a much broader scale.

The campaign will be national in scope and the greater part of the fund will be devoted to newspaper and magazine advertising.

## Business to Be Educated to Better Mailing Efficiency

NATIONAL COUNCIL OF BUSINESS MAIL  
USERS

Chicago, July 29, 1925.

Editor of PRINTERS' INK:

In the July 23 issue of PRINTERS' INK, you devote a column to wastes that drain away profits of the Post Office Department, and you suggest that this organization could well afford to consider this point.

Not only are we considering this point you mention, but we have given it an emphasis and prominence by devoting plank number nine of our platform to postal wastes, under four distinct headings—covering inefficiencies which business men are responsible for, and which only an educational campaign can remedy.

Your co-operation in this work will be appreciated.

HOMER J. BUCKLEY,  
President.

## Pacific Steamship Company Appoints F. J. Ross

The Pacific Steamship Company, Seattle, operating The Admiral Line, will put the S. S. H. F. Alexander on the New York-Miami run the latter part of October, and has appointed the F. J. Ross Company, New York advertising agency, to direct the advertising of this service.

## Sales Promotion Business Started by R. E. Ramsay

The Robert E. Ramsay Organization is the name of a new sales promotion service which has been organized at New York.

It is headed by Robert E. Ramsay, who, as previously reported, has resigned as vice-president of James F. Newcomb & Company, Inc., to form this new business.

## Chancellor Cigar Goes to Lord & Thomas

The American Cigar Company, New York, has appointed Lord & Thomas, Inc., advertising agency, of that city, to handle the advertising of Chancellor cigars.

## Seattle Agency to Open Portland Office

The Izzard Company, advertising agency, Seattle, Wash., has opened an office at Portland, Oreg., George H. Peters, of the home office, will be in charge.

## "Time" to Move to Cleveland

*Time*, published at New York, will move its editorial and publishing departments to Cleveland, during the third week of August. Robert Johnson, advertising manager of *Time*, and his staff, will remain in New York.



# *A New Magazine*

*for Home-builders and Home-makers*

A PRACTICAL MAGAZINE serving home-builders and home-makers, edited with this distinction—a conscious inspirational treatment.

*It will urge families to build homes. It will stimulate the desire to decorate and to install modern household equipment and furnishings. It will animate the instinct to dig in the soil and watch living things grow.*

PRINTED on super stock, beautifully illustrated and authoritatively edited, we are confident it will meet with favor in this fertile and uncrowded field.

The first issue will be dated November. The magazine will sell for 25 cents a copy. Advertising rates are most favorable to the advertiser, as is customary with a new publication.

# OWN YOUR OWN HOME

A Macfadden Publication

1926 Broadway,  
New York City

Don Miller,  
Advertising Director

**A clean  
live  
pictured  
newspaper  
for all  
the family**

**N. Y. Daily Mirror**

**The fastest  
growth  
of all  
daily  
newspapers  
in America**

**N. Y. Daily Mirror**

## Tabloid Growth

Tabloid newspapers today have more circulation in New York City than the big-page morning newspapers; and three-fourths as much as the big-page evening newspapers.

The fastest growth of all is registered by the New York Daily Mirror. It started publication in June, 1924. Today it guarantees 225,000 circulation and is delivering well in excess of that figure. This first-year growth has put it past other New York newspapers many years older.

The Mirror gained over 60,000 daily average between the last two circulation periods. This was not a time of general gains. In fact, the big-page New York dailies, as a whole, lost about 120,000.

### TODAY'S TREND

The Mirror's rise is in line with the general trend today. In England, where the modern tabloid newspaper idea originated, one of them has reached a million and three-quarter circulation.

And in other American cities, each new circulation summary shows a pronounced gain for the tabloid newspapers.

"There are many reasons for our growth," says J. Mora Boyle, Advertising Director of the Daily Mirror. "Among others:

"There is the decided change in popular demand. Since 1918, tabloid newspapers have jumped from no circulation to more than a million in New York City and suburbs; while total circulation of old-style newspapers has fallen off—in both the morning and the evening fields.

"Another reason: Pictures have always appealed to most people—ever since the days of King Tut or the Aztecs. In the past twenty-five years or so, pictures have come to play a bigger part than ever before. Illustrated magazines, rotogravure sections, motion pictures (especially the newsreels), and the pictured advertisements—

"All have done much to make people 'picture-minded'—to pave the way for just such a pictured tabloid newspaper as the Daily Mirror. Pictures of people and action make the briefed news far more human than words alone could be."

(Advertisement)

# All the family

Men, women and children enjoy the Mirror for its briefed news, alive with pictures of big events and important people;

—for its highly readable editorials; its popular fiction; its fashions; its frank sporting news and comment; its amusing cartoons and comics; its alert theatrical pages, animated with pictures and personalities;

—and its many other entertaining features.

All members of the family read the Mirror and respond to its editorial features in remarkable volume — as many as 50,000 a week. Advertisers feel the results of this reader responsiveness, plus the marked attention value of the Mirror's convenient tabloid pages.



## N. Y. DAILY MIRROR

J. MORA BOYLE, Advertising Director, 55 Frankfort Street, New York  
Western Office . . . . . 326 West Madison Street, Chicago

---

## Recognition—

Advertisers and agencies in our field know values. Their estimate of how best to reach the villages and rural districts of the great Middle West is shown in the following business they carried during first seven months this year:—

Household Journal	75,474 lines
Comfort	73,802 "
Mother's Home Life	71,238 "
Vickery & Hill List	56,408 "
Gentlewoman	48,049 "
Home Friend	47,764 "
American Woman	29,193 "

*Measurement by Advertising Record Company, Chicago*

## The Story—

is simply that of 700,000 paid in advance circulation, secured without clubbing or premiums, and a rate of \$2.75 the agate line—\$1,550 the page (680 Lines)

## *The* HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Adv. Mgr.*  
Batavia, Illinois

Chicago Office  
Rhodes & Leisenring, Managers  
Bell Building, 307 Michigan Blvd.  
Central 0937

New York Office  
A. H. Greener, Manager  
116 W. 39th St.  
Room 634

---

# The Export House Magazine as a Profit-Maker

It Acts as a Valuable Fill-in between Salesmen's Visits

SHERMAN & SHEPPARD  
NEW YORK

Editor of PRINTERS' INK:

I am eager to secure information about Export House-Organ, and how other firms have handled them with successful results.

Have you on file a bibliography of articles and literature of this question which you could send me?

Also, could you inform me of a few representative firms who are using this sales medium at the present time?

SHERMAN & SHEPPARD

R. N. BARRETT,  
Advertising Manager.

**I**N export selling, it is seldom that a direct-from-headquarters salesman visits his customers abroad more than once each year. Consequently, the veteran exporter welcomes the export house-organ as a substitute for his salesmen's visits.

The editorial policy of the export house magazine must make it a welcome visitor. Whether it is designed solely to attract new customers, or whether it is designed to increase the interest of long-established connections, it must be edited from the point of view of the wishes and needs of the recipient. Indeed, today, the export house magazine is so edited that its appeal is broad enough to cover both actual and prospective purchasers without going beyond the knowledge of the prospective customer or being without news value in the eyes of the long-established connection.

The modern export manager believes in the house magazine because it regularly brings to the minds of his customers and prospective customers a pleasing message which cannot but make the reader believe that the publisher is a desirable source of supply—one permanently interested in export trade and familiar with the requirements of purchasers outside the United States. Indeed, many export executives today feel that the house-organ is a tremendous time-saver in conveying, without

possibility of oversight, their most important messages.

One of the best formulas for an export house magazine which we have seen calls for a maximum of one-sixth of the text relating directly to the products of the enterprise. This particular house magazine contains thirty-six pages and cover. Its leading article never relates to the products of the company which publishes it. Usually, it refers to such matters as proper display and storage of stock; the latest innovations in store fixtures; the profitable disposal of surplus stocks; the use of newspaper advertising in connection with special sales, and kindred topics.

There are never less than four full-page illustrations in this house magazine. As a rule, two of these are devoted to shelf, counter and window displays. The other illustrations vary in nature. But at least six times a year there is a smashing photograph of a window display of the manufacturer's products, and never twice in any year are these from the same foreign country.

## PROMINENT MEN AS AUTHORS

In the course of the year—this house magazine is published monthly—there are at least three articles by eminent men of affairs outside the United States. There is, invariably, one article each year from the president of the national trade association with which this manufacturer is identified.

One most valuable feature of this magazine is a series of articles—one in each issue—of such value that the reader places them in his permanent files. These articles cover such subjects as "How to Make Claims on Damaged Shipments" and are published only after most careful research and checking.

One page in each issue is given

over to a tabulation or chart which is of value both from a news standpoint and from a reference standpoint. This acts as a further insurance that the issue will be carefully filed against future need.

It is of far greater value to the exporting manufacturer if he confines his references to his own products to articles which will convince the reader of the manufacturer's intention to serve, rather than to seek.

Articles on how to handle complaints; how to tie up local advertising with the manufacturer's display material; how to compile and use consumer mailing lists, and particularly consumer arguments based on consumer uses of the products, will be read and remembered, when mere praise for an article and the usual dealer arguments will receive a less satisfactory reading.

Yet, within the covers of the export house magazine there is a real opportunity to show the reader that the exporter knows how to export. It is undeniably true that an article explaining how a manufacturer's goods are packed for shipment to various foreign countries—and why they are packed in this way—will result in trial orders from prospective customers, when the most glowing praise will find but scant response.

A careful discussion of credit versus cash-and-carry brought to one American manufacturer scores of letters from his customers overseas, and inquiries and orders which more than paid the entire cost of the export house magazine for a full year. Store systems—a topic on which much more thought has been given in the United States than in the rest of the world combined—are of money value to the dealer abroad, provided their presentation is based upon a knowledge of the problems of the retail merchant overseas.

The first step in the building of the successful house-organ is the mailing list. If the magazine is designed merely to serve existing customers, this is, of course, a simple matter. But if it is designed to bring in new business

from new customers, as well as new business from old customers, the task is decidedly increased.

But, fortunately, today, through the services of the Commercial Intelligence Division of the Bureau of Foreign and Domestic Commerce, Washington, and through the foreign trade departments of national, sectional and local organizations, as well as through the use of trade directories, lists can be built up which will be of real value and which will eliminate the wastefulness of methods necessarily in vogue a decade ago. Indeed, one excellent way to secure a mailing list of prospective customers is to purchase it name by name, with sufficient information in regard to each prospective customer to warrant advance credit rating by the foreign finance manager.

The next step is the building of an editorial policy. In this policy-building it is wise to enlist the cooperation of agents and dealers abroad and of the heads of foreign trade departments, and of such authorities as the chief of the Commodity Divisions of the Bureau of Foreign and Domestic Commerce.

It is always wise to remember that the export house magazine invariably will succeed or fail according to the amount of interest it arouses in the reader overseas.—  
[Ed. PRINTERS' INK.]

### New Accounts with Epstein Agency

The Federal Tobacco Corporation, manufacturer of Princess Pat cigarettes, and the A. B. C. Oil Burner Company, both of Chicago, have appointed Dade B. Epstein, Chicago advertising agency, to direct their advertising accounts.

### J. R. Ward Joins "The Soda Fountain"

John Russell Ward, until recently general manager of *Housewares*, has become editor of *The Soda Fountain*, New York.

### Gain in Hayes Wheel Profits

The Hayes Wheel Company, Jackson, Mich., reports a net profit, after charges, for the first six months of 1925 of \$880,378. This is an increase of \$464,148 over the first half of 1924.

# An Intimate Survey of Washington— the Market



Because of Washington's political prominence its commercial importance is not so thoroughly understood.

Compiled in handy form for ready reference are facts and figures of the business side of the National Capital, which will be illuminating to sales managers and advertising executives—convincing of the really extraordinary opportunities which Washington offers for the promotion of every worth while product.

*Your request will bring the book.*

## The Evening Star.

WITH SUNDAY MORNING EDITION

**WASHINGTON, D. C.**

**NEW YORK OFFICE**  
Dan A. Carroll  
110 E. 42nd Street

**CHICAGO OFFICE**  
J. E. Lutz  
Tower Building



Ask for Dot Map showing the density of circulation by counties—compare it with any other farm publication.

Our Bureau of Market Analysis will gladly furnish definite data on your farm market possibilities. Write us!

### THE MEREDITH PUBLICATIONS

SUCCESSFUL FARMING - THE DAIRY FARMER  
BETTER HOMES AND GARDENS

E. T. MEREDITH, *Publisher*, Des Moines, Iowa

# SUCCESSFUL

Chicago Office:  
J. C. BILLINGSLEA  
123 W. Madison St.

New York Office:  
A. H. BILLINGSLEA  
270 Madison Ave.

St. Louis Office:  
A. D. MCKINNEY  
Syndicate Trust Bldg.

Kansas City Office:  
O. G. MILES  
Land Bldg.



## *“the farmer's dollars and cents make advertising pay”*

Successful Farming is edited for and sold to the general farmer in the great food-producing part of the country. Each article and editorial feature must pass the test of practical helpfulness to the farmers.

Just how to produce and market a good hog and just how to lay a cement floor is of practical value to the farmer, though not of much interest to the city man.

While purely inspirational farm stories interest both the farmer and city man, they contain little real dollars' and cents' value to the farmer.

Successful Farming readers get their “inspiration” through stories of how others succeed. That is why it is frequently “too practical” for the city man.

It is the farmer's increased dollars and cents that make your advertising in Successful Farming pay.

*“There's a Difference in Farm Papers”*

---

# UL FARMING

---

Kansas City:  
O. G. WILES  
Land Bldg.

Minneapolis Office:  
R. R. RING  
Palace Bldg.

Western Office:  
C. W. WRIGHT  
Sharon Bldg., San Francisco

F. O. BOHEN  
Advertising Director  
The Meredith Publications

*If Every Agency Man knew what every hardware man knows, Hardware Age would be on every hardware list.*

## The Human Side of a Great Business Publication

*Back of every great enterprise is a human element contributed by those men whose experiences and personalities are reflected in that enterprise.*



Frank Mappes, Contributing Editor  
(Store Management and Store Arrangement)



O Frank Mappes the hardware field is indebted for the intensely practical counsel he so freely gives in his **HARDWARE AGE** articles on the arrangement and management of hardware stores.

Mr. Mappes brings to his editorial work a broad experience of twenty years as store engineer. In this capacity he has analyzed and reorganized many retail businesses. He has rebuilt equipment as well as organizations; he has re-designed many stores and has put systems in many others.

Some of the best designed and most efficiently organized hardware stores in the country stand as monuments to his genius in his calling.

During his connection with the Winchester Company he acted as adviser and store engineer for the five thousand Winchester dealers.

Mr. Mappes is now giving the readers of **HARDWARE AGE** the benefit of his experience, both through his published articles and through his personal attention to the many problems dealers submit to him.

His enthusiasm for efficient store arrangement is catching. Thousands of dealers are bettering the appearance and selling power of their stores by following his suggestions.

Mr. Mappes' work is an important feature of the well-rounded, business-building service to its readers that has placed **HARDWARE AGE** in the forefront as one of America's most influential and successful business papers.

*"The Most Influential Hardware Paper"*

# Hardware Age

A.B.C.  A.B.R.

239 West 39<sup>th</sup> Street New York City

# "Reason How" Copy Will Sell Farmers

It's Entirely Different From "Reason Why"

*Washington Bureau  
of PRINTERS' INK*

THE farming industry is coming into its own again. It is recovering, however, on an economic, businesslike basis such as the industry has never known before. The great national movement to make the farmer economically independent has attained a substantial degree of success, and it is rapidly gathering momentum.

This success already demands new methods of selling, for it means that the farmer can be sold many millions of dollars' worth of goods that he did not want and would not buy under the old order of things. It also means that the farmer's needs are changing and consequently his reasons for buying many goods, as well as his buying habits, are taking on new and significant phases.

One of the reasons for this change is the tireless work of the co-operative extension service of the Department of Agriculture. Another contributing factor is the large and growing number of young men and women who are graduated from the State agricultural colleges every year. They are applying trained, progressive thought to the problems of farming. And still another is the recent condition of the industry—hard times have taught the farmers of the old school that they must adopt better methods and sounder practices.

Fifteen years ago, the principal and most effective selling appeal to the farmer was quality, the assurance of long wear, and low prices. They are still highly desirable, of course, both as selling appeals and actualities; but they are no longer as effective as they once were. Farmers are buying millions of dollars' worth of goods of many kinds for other and more important reasons, and the indications are that many manufacturers are failing to secure the volume of

business they should obtain in the farm field simply because they have not conformed their advertising and selling effort to the new order.

This fact was clearly brought out the other day during a discussion of the subject with C. L. Chambers, who is a field agent in the county agent work of the co-operative extension service. For a number of years, he has been in close contact with farmers throughout the Southern States, in his work of supervising demonstrations of new and more economic methods, and he mentioned several interesting opportunities that are being neglected by advertisers generally.

"Look over the best of the agricultural periodicals," he said, "and examine a hundred average specimens of the direct-advertising material distributed to the farm field. You will find many splendid and forceful advertisements; but practically all of them will attempt merely to sell the goods they advertise. Their selling effort is confined almost entirely to descriptions of the products, their qualities, performance and low prices.

## DEMONSTRATIONS WORK WONDERS

"In contrast to this, we are continually surprised at the selling power of our farm demonstrations. Frequently, a single demonstration will modify or entirely change the demand for some necessary line or product in a farming community, and the demonstration is exceptional that does not have a direct relation to the creation of demand for merchandise of some kind. But our selling appeal is decidedly different from that of the advertisements I just mentioned.

"Our work is the educating of the farmer and his family in the application of a well-defined economic plan. Practically all of the scientific research, experimentation

and other work of the Department of Agriculture is a co-ordinated effort in the same direction. We are trying to show the farmer and his family how to increase the farm income, reduce expenditures for necessities, and save time in accomplishing the work of the farm and the farm household. This means, when our effort is successful, that the purchasing power of the farm unit is increased, and the farmer and his family have more time with which to enjoy a better quality of necessities and additional luxuries.

"Demonstrations are an important part of the educational work, and their greatest value is found in the economic facts they express and explain. Their effect on merchandising varies widely; but I think some of the results of our shoe demonstrations will illustrate the point I'm driving at. You will find any number of advertisements addressed to farmers which emphasize the strength, quality, appearance and low price of shoes. Doubtless, this appeal still sells shoes; but, because of our educational work, it does not appeal strongly to hundreds of thousands of farm men, women and children.

"The families that have learned of the shoe demonstrations want shoes of a certain kind and character, and not for the reasons advertised. They are, I believe, perfectly willing to take the quality of the shoes for granted, when the shoes are the product of any reputable manufacturer. But they want shoes of a certain kind because the shoes, in giving more comfort, allow them to accomplish the day's work with less fatigue.

"Hence the kind of shoes they demand becomes an item in our economic plan, and there are many other items that are even more important from a merchandising standpoint. Every farmer in the country, no matter how poor and ignorant he may be, is more interested today than ever before in the economic phase of his work. This is proved by the enormous development of co-operative associations. The average farmer is anxious to learn how to sell his products more scientifically, more

economically and profitably, and he is just as much interested in every economic means of increasing his income and conserving his resources.

"The average farmer is no longer selecting the goods he buys because he likes the way they are described. He is making his purchases for a definite purpose, to accomplish a certain economic result. And my contention, based on experience and observation, is that an intelligent discussion of the economic purpose by the advertiser, and an explanation of the relation of his goods to that purpose will, in most instances, sell more goods today in the farm field than will any of the conventional appeals."

#### HERE IS AN OPPORTUNITY

To prove his contention, Mr. Chambers described a condition that appears to offer almost unlimited opportunities for economic advertising. He called attention to the very large proportion of farmers throughout the country, and especially in the South, who leave their farm machinery out in all kinds of weather. This, obviously, is the result of careless habit and ignorance, and it represents a serious economic loss.

The average life of farm machinery is comparatively brief when improperly cared for; but its usual life can be prolonged two or three times by housing it and giving it slight care. Regardless of this fact, perhaps 90 per cent, of the farmers of the country allow their farm machinery to rust away in a few years because of carelessness and neglect.

"For a long time," Mr. Chambers continued, "the manufacturers of lumber, roofing, hardware, paints and other building materials have been advertising their products in the farm field. But I have never known of a single instance of a complete campaign designed to induce farmers properly to house their implements and machinery.

"It is not possible to say how many hundreds of millions of dollars' worth of building materials it would require to construct enough

# LENGTH

We have little patience with the bungling typographer who alibis a hodgepodge page with the cry of "too much copy!" That is merely an admission that the workman did not know how to use his tools. It is just as possible to make a beautiful page with long copy as it is with short copy. If you doubt that statement turn back to some of the specimens of Gutenberg's work and see. Here at Bundscho's we accept each advertisement as an individual problem. If the advertiser has a long story to tell, our problem is to arrange that story so interestingly in type that the reader will be lured effortlessly from the headline to the list of branches. Years of experience as typographers to industry have taught us how to solve the knotty problems that cause the neophyte to throw up his ink-stained hands. When that happens to your advertisement, call on Bundscho's. *We'll set things right!*



J. M. BUNDSCHO, INC.  
*Advertising Typographers*

58 E. WASHINGTON • 10 E. PEARSON  
CHICAGO

Here  
Type Can SERVE  
You

*and we'll get in  
the coupon, too*

# Meet the Wife, Too

**When you put costly ads in the weekly field**

*85% of all advertisable products are  
influenced by women in their sale*

**B**EFORE Liberty came, you advertisers were told there was no effective way to reach women in the weekly field. Weeklies were supposed to be edited chiefly for men.

Therefore, when we started Liberty, we set out to make a weekly edited to appeal *equally* to men and to women.

Not a weekly of so-called "split appeal"—some articles of interest to women alone, others of interest to men alone. For that way, we found, had largely failed. But a unique editorial appeal which made *EVERY ARTICLE* of *EQUAL INTEREST* to men and women. Articles attractive to *both* Bill Jones and his wife.

Then a few advertisers tried this new type weekly. And found results that amazed. Copy that had run in other publications was tested for comparison. Inquiry costs were cut 40% and more. Sales were multiplied. Liberty became an advertising sensation.

Then other advertisers followed, and won results beyond their hopes. A great new force in

---

---

---

advertising was proclaimed. The wife was met, too, in the weekly field.

Now, not from what we say, but from what others say about us; if reaching women, *as well as men*, is your aim, Liberty must be given a top place in the field. Many of America's foremost advertisers have found that to be true.

46% of Liberty's purchasers are women. 26% are housewives. Do you wonder that Liberty out-pulls the field? Liberty has earned the right to its subtitle—"A Weekly for Everybody."

Every ad in Liberty is printed in full position, next to reading matter. And that means every ad is read.

Every issue of Liberty carries a restricted volume of advertising. And that means less competition inside its covers than any other publication.

Every advertisement carried is representative of all that's clean in advertising. In the past year we have turned nearly a million dollars in revenue away to keep Liberty's columns clean.

If that type of weekly appeals to you, in fairness to yourself, investigate this amazing infant in the field.

# **5¢ Liberty**

*A Weekly for Everybody*

CHICAGO  
Tribune Square  
Phone, Central 0200

NEW YORK  
247 Park Avenue  
Phone, Ashland 3710

LOS ANGELES  
406 Haas Building  
Phone, Metropolitan 3172

---

---

sheds to house all of the machinery that now stands out in the weather the year round. But there is no doubt that here is a vast market waiting to be developed.

"Whenever you find a farmer who understands something of the economics involved, who knows that it actually pays to protect farm machinery, you will find that his machinery is properly housed and taken care of. It is simply a matter of proving the economic facts, and when that is done the result is certain. And I am convinced that the proving of the facts generally can be accomplished by the statement of the facts involved, the relation of human experiences, and the power of conviction rendered by the repetition of advertising.

"The advertiser should remember that the greatest burden on the average farmer's mind is the volume of his indebtedness, the fears that it creates, and the high rate of interest he pays for the money he borrows. Talk to him in the terms of the things that most concern him, and you will have his prompt and complete attention. Tell him, prove to him in your advertisements that your goods will aid him in reducing his expenses or in increasing his income, or that they will conserve his time and lighten his labor, and you will find him easier to sell. The farmer is rapidly reducing his problems to a profit-and-loss basis; he is thinking, planning, working along economic lines.

#### ANOTHER NEGLECTED MARKET

"Another unusual market awaits the manufacturers' who will determine how their products will aid the farmer to utilize his spare time, and then advertise the facts in their relation to farming profits. During the winter months, the farmers work but a small part of the day, as a rule. This is not because they are lazier than other folk, but because they do not know what to do or how to do it. The vast majority of them, I'm sure, would like to put this lost time to profitable uses; but they haven't the training nor the knowledge to turn it to account.

"Consider the use of tools, for instance. Every farmer owns a few carpenter's tools. Strangely, the advertisers of tools appear to assume that all farmers are experts in the use of them. A work-bench is necessary for most of the purposes for which tools are used. That's a thing that should be on every farm, but I have visited thousands of farms where there were no work-benches, and I've found very few that were properly constructed.

"A good, strong work-bench on the farm is an invitation, an urge, to buy and use tools. If we could place one on every farm in the country today, we would find that we had created a tremendous demand for carpenter's tools. It's a thing that almost every farmer could build if he knew how. Yet, I've never seen a manufacturer's catalogue or advertising booklet that carried instructions to encourage the building of work-benches. I've never seen any advertisement that talked in terms of the utilization of lost winter time, and told how to use any manufactured article profitably on the farm.

"The farmer would turn that lost time into profits if he knew how. Hence, there's an opportunity to instruct him by means of advertising in the work of making all kinds of repairs. Strange to say, comparatively few farmers even know how to hang a gate properly. You'll find a saw of some kind on practically every farm in the country; but you'll go to about twenty farms before you'll find a saw that is in perfect working condition. Farmers as a class don't know how to file saws, and certainly dullness and improper setting does not encourage the use of saws anywhere. And the same thing applies to a large number of articles that are used on farms.

"I've been told that many large advertisers spend a part of their advertising appropriations to determine how to create wider and more continuous use of their products. In the farm field, a world of information of this kind can be accumulated at very slight expense, and its proper utilization



in advertising should create a much larger demand for many manufactured articles. Any investigation of the subject, I'm sure, would bear me out in saying that the most effective selling influence of today and tomorrow is not 'reason why,' but 'reason how' advertising copy. Our demonstrations have a strong influence on the sale of many products because their strongest emphasis is placed, not on the mere purchase or use of a product, but on the effect the proper utilization of the product will have in reducing farm losses or increasing farm incomes."

There are many indications, as Mr. Chambers pointed out, that the majority of the farm families of the country are demanding educational material and information to a surprising degree, and that there are few subjects of greater interest to the farmer. The personal work of the agents of the co-operative extension service is popular in every State, and its influence has been felt in probably 80 per cent of all farm homes in America. Besides this influence, the demand for educational reports and publications is very large and growing. During the last few years, over 2,000,000 copies of a bulletin on "Baking in the Home," have been requested of the Department of Agriculture. Several bulletins on poultry and scientific gardening have reached circulations of more than 1,000,000 each, and, during the course of a year, farmers and members of their families send for many hundreds of thousands of reports on almost every conceivable subject related to farming and farm living.

This surely indicates the necessity of a change in selling appeal to the farmer, and the present condition of agriculture promises further good results from economic advertising. The last report of the department shows that farmers received a larger gross income from agricultural production during the year ended June 30, last, than in any other year since 1921. Estimates place the gross income at more than twelve billion dollars, an increase of 7.5 per cent over the previous year.

Not only has the average farmer's income increased, but his buying power is greater in proportion to his income, partly as a result of the work of the extension service. In showing the farmer how to produce more to the acre, the service has also demonstrated the economy of growing more of the products used on the farm. From the records referred to by Mr. Chambers, here are two typical instances:

#### PROMOTING CROP DIVERSITY

In a section of a Southern State, a series of demonstrations brought the annual average yield of corn up from nineteen to thirty-nine bushels to the acre. Frequently the demonstrations prove methods that result in an increase of 100 per cent. Of course, the improved methods of fertilization and cultivation that were responsible for the increase were rapidly and widely adopted; but in every case the agents of the service insisted that fewer acres be planted to corn, and that the land released be used for the production of other feeds and foods.

In another section, the agents had worked for several years to induce the farmers to improve their methods of planting and cultivating cotton, but with discouraging results. Finally, though, they made a successful demonstration through a boys' club, by organizing thirty sons of farmers in the community, who raised thirty bales of cotton on thirty acres. Such a yield had not been known in the section for many years, and, as before, the agents insisted that the farmers who adopted the methods must release a portion of their land for the raising of food and feed.

"Almost every phase of the present agricultural situation," Mr. Chambers said, "promises unusual opportunities for the advertiser; but the manufacturer who is taking full advantage of them is the rare exception, apparently. Just one more example: For several years, one of the most important and resultful efforts of the service has been teaching farm women and girls how to make their own clothes and hats. The movement

# Advertisers with wh

## How to cut wear-tax and power-toll in your

**Hupmobile Jewett Chevrolet Willys-Knight**



**Ask for a 5 gallon can**



**VACUUM OIL COMPANY**

*Dependable Transportation*  
The Hupmobile is a car that gives you the most reliable and economical transportation. It is built for long life and low maintenance. The Jewett is a car that gives you the most reliable and economical transportation. It is built for long life and low maintenance. The Chevrolet is a car that gives you the most reliable and economical transportation. It is built for long life and low maintenance. The Willys-Knight is a car that gives you the most reliable and economical transportation. It is built for long life and low maintenance.

*General Information*  
The Vacuum Oil Company is the largest oil company in the world. It produces the finest quality oil for all types of engines and machinery. The Vacuum Oil Company is the largest oil company in the world. It produces the finest quality oil for all types of engines and machinery.

*In so dirty a City  
Would one expect a Vanity  
quite so complete?*



**A little vanity cream** will make your skin as soft and smooth as a baby's. It will remove all dirt and grime, and leave your skin feeling fresh and clean. It is the perfect beauty product for the busy woman who wants to look her best at all times.

*To reveal the unguessed loveliness  
in your hair!*



**PACKER'S Liquid Shampoo**

**THE PACKER TREATMENTS FOR HAIR HEALTH AND BEAUTY**

Packer's Liquid Shampoo is the most effective hair cleanser ever. It removes all dirt and oil from the scalp, and leaves the hair feeling soft and smooth. It is the perfect hair product for the woman who wants to keep her hair healthy and beautiful.

# THE BLACKMAN CO

120 West 42nd Street, New York

# h whom we work

**Vacuum Oil Company**

*Gargyle Mobiloil  
Gargyle Lubricating Oils  
for Plant Machinery  
Gargyle Marine Oils*

**Walter M. Lowney Co.**  
*Lowney's Chocolates*

**Procter & Gamble**

*Crisco  
Ivory Soap  
Ivory Soap Flakes  
Chippo  
P & G—The White  
Naphtha Soap*

**The National City Co.**  
*Investment Securities*

**Lehigh Portland Cement Co.**

**The Wilson Fastener Co.**

*Wilmaps  
Wilmaps Lingerie Clips*

**The Packer Mfg. Co., Inc.**

*Packer's Tar Soap  
Packer's Liquid Shampoo  
Packer's Charm*

**Sherwin-Williams Co.**

*Sherwin-Williams Paints,  
Varnishes, Stains, Enamels,  
Insecticides*

**Seaboard National Bank**

**Alfred H. Smith Co.**

*Djer-Kiss Perfume, Talc,  
Face Powder, Compacts  
and Toiletries*

**Towle Manufacturing Company**

*Sterling Silverware*

**Watt & Bond, Inc.**

*Blackstone Cigars*

**North American Dye Corp.**

*Sunset Dyes*

## My six favorite apple desserts



# COMPANY—Advertising

et, New York

**MAGAZINE  
NEWSPAPER  
OUTDOOR  
STREET CAR**

has been successful, and its relation to our economic plan is obvious. Hundreds of thousands of farm women and girls are intensely interested in the subject of making better clothes than they could buy with their limited incomes. The movement has also inspired most of them with a desire for better and more artistic things, and incidents without number prove that it creates a continually increasing demand for better goods. Yet, to my knowledge, only one or two advertisers have taken advantage of this general training, by pointing out in their advertising just how and why the materials they manufacture contribute to the success of the economic plan, of which the instruction of the service is an important part.

"The evidence proves that advertisers, in general, neither realize nor understand the new spirit that is rapidly permeating the agricultural industry. The farmer is expressing his wants and needs, not in the terms of merchandise, but in the factors and essentials of more economical methods. Therefore, there can be little doubt that the most profitable future from advertising in the farm field will go to those manufacturers who create their advertising, not merely as a business-getting influence, but as a powerful instructor of economic principles and practices."

### Name Sounded Swiss, So It Is Changed

Schweizer Importers, Inc., New York, will be known in the future as The Lansdowne Company, Inc., New York. The company handles a line of imported and domestic textiles, only a small part of which are of Swiss importation. The name Schweizer sounded too much like Swiss and was thought by some of their trade as limiting them to Swiss fabrics, and to overcome this a change of name was decided upon.

### Los Angeles Utility Appoints Bruce Y. Kleinsmid

Bruce Yale Kleinsmid has joined the Southern California Gas Company, Los Angeles, as assistant advertising manager.

### Repairmen Step Out with Joint Campaign on Old Shoes

In addition to stressing the point of economy in having shoes repaired, a joint advertising campaign by eight repairmen of McKeesport, Pa., is capitalizing on the assurance of comfort which wearers have in footwear which has been "broken in." Display copy carries the following message from the repairmen: "You know there's nothing benefits your disposition so much as the comfort of a well 'stepped-out' shoe. Let our expert eyes look them over and our experienced hands, aided by modern equipment, repair those shoes so that they'll carry you over many other miles."

The caption "There's Money in Your Old Shoes," is visualized in one advertisement by an illustration of a pair of worn shoes stuffed with dollars and coins. "Many a dollar's worth of good wear still in those old shoes of yours," reads the text. "And it would be like 'Tossing your dollars to the winds' to cast them aside under the impression that they had done their service."

At the bottom of the copy is listed the names and addresses of the eight repairmen who are co-operating in this campaign.

### Open Market in Chile for Soda Fountain Equipment

Soda fountains are fast gaining popularity in Chile, according to C. C. Brooks, assistant trade commissioner at Santiago, Chile. He reports that the first up-to-date fountain was established in the early summer of 1924 and, before the summer was over, four additional fountains had been set up in the city of Santiago. With this increasing demand for fountains, he reports that there has been created a market for all classes of related equipment including glassware, fixtures, accessories and food products. Mr. Brooks states that the sale of this equipment should be greatly facilitated by the fact that American manufacturers are obtaining sole participation in the sale of the fountains.

### California Papers Appoint A. P. Bellisle Company

The Redlands, Calif., *Daily Facts* has appointed the A. P. Bellisle Company, publishers' representative, San Francisco, to act as its advertising representative.

The Burlingame, Calif., *Advance* has also appointed the A. P. Bellisle company as its representative.

### Ajax Rubber Reports Larger Sales Volume

The Ajax Rubber Company, New York, tires, reports sales amounting to \$9,696,213 for the first half of 1925. This is a gain of \$2,385,108 over the sales for the same period in 1924. Net profits, after charges, for the six months ended June 30 were \$262,394 against \$143,517 for the same period in 1924.



*Why does one brand  
lead in this store— and another  
across the street?*

**W**HAT is the reason? Usually because each grocer, consciously or unconsciously, has selected and pushed one brand of the several well-known brands.

Consumer advertising has increased the number of popular brands in many items.

In some lines any one of several brands is acceptable to most housewives. The grocer is an important factor in determining which one of several popular brands his customers shall use.

He cannot handle all brands. He

may have two or three. Which shall they be?

A word from the grocer, a window display, a little pile on the counter may tip the balance in favor of one brand against another that may be equally good and equally well advertised.

It pays to advertise to the 50,000 good grocers and jobbers who read **THE PROGRESSIVE GROCER** and the cost of advertising to them and getting their favorable interest is less than 12¢ per grocer per year for a campaign of double-page spreads in color.

TRADE DIVISION  
THE BUTTERICK PUBLISHING COMPANY  
912 Broadway, New York

# *The* **PROGRESSIVE GROCER**

*Reaches 50,000 good grocers, jobbers and brokers*

General Outdoor Adv Co.



IVORY  
SOAP

99<sup>44</sup>/<sub>100</sub> % PURE

*After all -  
cleanliness tells the story*

YESTERDAY ~ TODAY ~ TOMORROW

The illustration within the billboard frame shows a woman in a dark vest and light skirt washing her face with a bar of Ivory Soap. To her left, a small child is also washing their face. The background of the illustration depicts a landscape with stylized waves or clouds. The text 'IVORY SOAP' is in a large, bold, serif font. Below it, '99<sup>44</sup>/<sub>100</sub> % PURE' is in a smaller font. The slogan 'After all - cleanliness tells the story' is in an italicized script. At the bottom, 'YESTERDAY ~ TODAY ~ TOMORROW' is in a simple sans-serif font.





## What does Main Street know about you?

**Y**OUR interests are in Main Street and if you want Main Street to be interested in you—your advertising must be seen there.

Poster Advertising operates on the Main Street of 14,000 cities drawing the favorable attention of 70,000,000 people.

If you want Main Street to purchase your product we should welcome the chance of presenting a definite plan.

### General Outdoor Advertising Co.

550 West 57th Street  
New York City

Harrison & Loomis Sts.  
Chicago, Illinois

Branch Offices in 52 cities

## Unity of Purpose!

Through text and illustration to supply the owner and builder of the better-class home with authoritative information, suggestions, and assistance in the construction, decoration, and furnishing of his home, is the chief editorial purpose of the several magazines comprising

## THE CLASS GROUP

covering Better Homes—Inside and Out

HOUSE BEAUTIFUL

GARDEN MAGAZINE  
& HOME BUILDER

COUNTRY LIFE

ARTS & DECORATION

ARCHITECTURE

What more favorable conditions under which to tell the story of the beauty and utility of your product?

COLOR INSERT PAGES  
AQUATONE PROCESS PAGES

*Patton & Williams Inc.*

565 Fifth Avenue

New York

Boston Office, 194 Boylston Street  
Travers D. Carman, Mgr.

Western Representative, Fred H. Ralsten Co.  
17th Floor Tribune Tower, Chicago



# The "Buy Small and Often" Trend Leads to New Sales Units

Northam Warren Finds Smaller Unit Stimulates Interest in All Cutex Products

By Bernard A. Grimes

**A**DDITIONAL evidence of the increasing tendency on the part of consumers to buy "small and often" is revealed in a trade survey conducted by the Northam Warren Corporation, New York, maker of Cutex manicure preparations. At least once a year, and sometimes more frequently, the company carries through one of these trade surveys, going directly to its dealers and consumers to sound out the trend of the trade, to learn how new products are being received and to get information on the changing preferences of the buying public. These surveys cover several hundred dealers and several thousand consumers in representative parts of the country. The trade is covered by personal investigation. Information from consumers is obtained by means of personal investigation and mail questionnaires.

The value of these surveys in helping the Northam Warren Corporation to adapt its Cutex products to the needs of its users is amply testified to in the results obtained from the last investigation. The trade reported that people were buying more frequently and in smaller quantities. In spite of the fact that retailers are interested primarily in selling the larger sets, which retail at \$1 and \$1.50, they expressed themselves as believing that they could

sell a lot of smaller manicuring sets to retail at a lower price. Replies from consumers confirmed the trade reports, indicating that there was a strong preference for smaller packages.

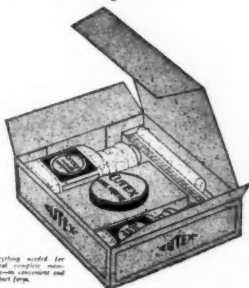
For several years, the company had been aware that there was a

*Announcing*

## CUTEX junior..

A dainty new  
manicure  
combination  
that retails  
for only

**35c**



*Everything needed for  
personal manicure—  
cuticle remover, nail  
white, polish and  
cotton tips.*

**F**ROM the greatest authority on the manicure—a still more compact combination of the most popular Cutex specialties.

Tiny, but complete, this dainty set contains all the preparations necessary for the smartest manicure.

This new addition to the famous Cutex line is just what thousands of women have been looking for.

Careful and extensive surveys of the market showed that there was active demand for just such a manicure set. And Cutex Junior has been created to meet this demand.

This miniature set—just the right size to slip into the handbag or week-end kit—contains ample supplies for several manicures. It includes the trial size of Cuticle Remover, Liquid Polish, and Nail White, and also orange wood stick, emery board, and absorbent cotton.

Its retail price of only 35c means rapid and constant turnover. By winning new customers to the Cutex manicure, it will build up increased business for you in the large size Cutex items. An attractive counter card announcing this set will be sent on request.

NORTHAM WARREN CORPORATION  
113 West 47th Street, New York City

THIS IS THE WAY CUTEX JUNIOR IS BEING ANNOUNCED  
TO THE TRADE

demand for a smaller and more compact manicuring set and this more recent survey showed that this demand had become more widespread. In the meantime, the company had installed additional machinery so that it could produce a set that would supply this need. The last survey showed

that the time was propitious and the finishing touches were put to the company's plan to add a new unit to the Cutex line.

The set was appropriately named "Cutex Junior," as it is the smallest and most compact set of Cutex products. It contains the three essentials for a manicure, Cutex cuticle remover, nail white and liquid veneer. The new manicure set was introduced to dealers in double-page trade-paper copy. The text of the trade-paper copy told how Cutex Junior had been made to fulfill an existing demand and that at a price of thirty-five cents a rapid and constant turnover was insured.

Since placing Cutex Junior on the market, it has been found to possess an advantage not taken into consideration in the early planning. Its small size permits it to be carried in a purse and this makes it easier for many women to manicure at leisure moments. It is proving especially convenient as a vacation and beach accessory.

The popular price at which it is sold has hit a new level of buyers which, it is expected, will educate many people to a care of their nails and add a large number of new users of Cutex products.

"We regard this set as a valuable introduction to the Cutex line and a valuable means of interesting many people in manicuring who would not otherwise take it up," said Northam Warren, president of the company. "It is also in line with the present tendency of the times to put out small and compact packages of low retail price to meet the tendency of the public to buy small and often. Our plans for advertising the Cutex Junior set will follow the policy that we have always pursued for this class of merchandise. During the fall months when holiday buying is in progress, Cutex Manicure sets receive a special advertising campaign of their own, since experience has taught us that, at this season, the buying of sets, not only for personal use, but for gifts is unusually heavy. The advertising during the fall months is really display advertising and

is given a decidedly Christmas flavor through its decorative features. Included with the sets, which are illustrated and described, the new Cutex Junior set will, of course, be shown."

Another merchandising feature of the Cutex line which is designed further to stimulate trade and consumer interest is the refill package. Two of these sets have been placed in decorated metal boxes which are lithographed in eight or ten colors. These boxes are permanent and can be used for months by purchasing refills when the contents become exhausted. Mr. Warren points out that these attractive and permanent boxes, for which refills may be bought universally, will arouse added interest in manicure sets generally.

### Seeley & Company Appointments

Seeley & Company, outdoor advertising, Boston, have appointed Biarmid J. Flatley assistant to the president. He will divide his time between New York and Boston. Mr. Flatley had been manager of inspection service.

J. Stanton Northrup, formerly with the national sales department of the Thos. Cusack Company, has been made Eastern sales manager, with offices at New York.

George Arnold has been appointed branch manager at Chicago. A. E. Tarbell has been made service manager of the New England territory. O. A. Thorsen has been transferred from the service department to the inspection service.

### Record Goodyear Sales

Sales of \$94,271,132 for the first six months of this year, by the Goodyear Tire & Rubber Company, Akron, Ohio, and its California, Canadian and foreign branches, were the largest in the history of the company. The net sales of the parent company at Akron, for the first half of 1925, were \$78,130,645. This was exclusive of intercompany sales.

### W. A. Cole, Vice-President, Corman Agency

W. Arthur Cole, for the last year production manager of The Corman Company, Inc., New York advertising agency, has been elected vice-president.

### Irving L. Stone Dead

Irving L. Stone, chairman of the board of the Duplex Printing Company, manufacturer of newspaper machinery, died July 28, at Battle Creek, Mich. He was eighty-four years of age.

# A Tailor Clothes His Letters with Homespun Sincerity

And Results Indicate That the Warmth of Human Interest  
Is Seldom Amiss

By Frank M. Barber

Dear Mr. ....:

Dunn of Boston is a cracking good tailor.

Burnham & Phillips of New York are the same.

As a matter of fact, those two houses are so very good, so exceptional, that it must be mighty hard for a man who is the friend of both to decide just what he ought to do when it comes to ordering his wardrobe.

Perhaps the best way out would be to make it a fifty-fifty affair. Anyway, whenever it is handy for you, drop in at 590 Fifth Avenue and let me say some nice things to you about Dunn, which I sure will do, and very genuinely too.

Sincerely,  
BURNHAM & PHILLIPS.

THAT sales letter has a story back of it, ahead of it, all around it.

For years, a Bostonian had had his clothes fashioned by Dunn of Boston. Once, in an emergency of a sailing, the Boston man had gone to the New York tailor. The emergency was met, the service was gracious, the craftsmanship highly satisfactory, the Bostonian immensely pleased.

His name and Boston address went permanently into the files of the New York tailor. Periodically, a pleasant note of the keep-in-touch kind went to the man in the Hub, never bidding for business, never seeking to alienate from Dunn the man whom Dunn had served so long and so well.

And then one day, the Bostonian moved to New York. He remembered the New York tailor. He wrote, telling the Fifth Avenue house of his New York residence, being painstaking, however, to add that he felt more or less "married" to Dunn, but some day, once in a while, perhaps—

The deft letter which opened this article was this New York tailor's way of meeting this situation.

Burnham & Phillips are long on letters. Rarely does a business

day pass that three, four, five or more letters do not go out to customers who have committed sins of omission, and there is, almost always, something essentially personal, individual, in each letter. Read this one:

Dear Mr. ....:

FOUR GENERATIONS OF YOU!

I don't want a thing, but, looking over some records today, I ran across your name, and it made me remember that we have been making clothes for your family for four generations. It's a wonderful thing to make clothes for a man and for his children and for his children's children.

I said I didn't want a thing. I take that back; I do; I want to keep on making your clothes, and the more I can make, the better I shall like it.

Is there anything we can do for you right now?

Sincerely,

For years, Burnham & Phillips have been making the clothes of a very busy, highly successful New Yorker. He is the type that must literally be dragged in. As a matter of fact, it is the busy man's wife who generally gets busy and prevails upon her busy husband to remember that he simply must go in and get some new clothes. On occasions, she has done the "dragging in" herself.

One spring, the busy man had been prodded, but, as usual, he delayed. Fancy the following letter which went to his home address:

Dear Mr. ....:

There are times when I wish we were ladies' tailors. For example, Mrs. .... has always given us the feeling that she approves of the clothes we make for you. Now, if it were your wife for whom we were making clothes, she would have been in long ago and her summer wardrobe would have been done long before this.

Won't you present our compliments to Mrs. .... and ask her to send you in for the clothes you have in mind?

Sincerely,

It worked.

Here's another example—it was sent to a man beautifully devoted to his family.

Dear Mr. ....:

It's a long time since we had one of those fine family parties which we enjoy so much.

Why not come in this next Saturday afternoon? If you do, be sure to bring Mrs. .... and the kiddies.

I think I'll look for you.

Saturday—This Saturday!

Sincerely,

One of the biggest executives in New York is a "sample hound." Every few months, it almost seems, B. & P. are requested by the gentleman's secretary to send along samples. Of course, the samples go forward instantly.

Not long ago, this man received the following letter:

Dear Mr. ....:

? ? ! ! \$ \$ x x \* \* \*  
Those are some of the things we are wondering in connection with the fine line of samples we have sent you in the hope that long before this we should have been given the satisfaction of making the clothes you are going to want before the hot weather gets to us.

Seriously, Mr. .... we very much want to get busy on your wardrobe and summer is just around the corner.

Won't you come in?

Sincerely,

On the same day that delivery of a purchase is made, there goes forward a letter, the receipt of which is intended to, and does, make the man who gets it feel like ordering again immediately. A month or six weeks after a suit of clothes or an overcoat is delivered, the warmest kind of a note is addressed to the customer, to ascertain how the new clothes seem to shape up, etc.

On the books is the name of a wealthy man who buys many clothes. He likes to take his time in paying for them; he does take his time, often to the serious inconvenience of the house. Some time ago, the firm had certain heavy obligations to meet. This particular customer owed upwards of \$1,000 and had owed it for over six months. The tailor telephoned, frankly explaining the situation and candidly asking for money. The wealthy man, in a steely voice, said: "Send down right away and

I'll fix it." The tailor sent his secretary. She returned with the check and with the story of the customer's rage. He was through; he would never buy another cent's worth; it was an outrage that a man of his standing should be hounded for money.

The following letter went to the offended buyer:

Dear Mr. ....:

Miss T. brought back your check last Friday, and she brought back your message.

That check helped much. I have been waiting ever since to decide what to say about the message, and I have decided.

I leave it all to your own sense of justice.

Sincerely,

Burnham & Phillips are still the wealthy man's tailor.

Every now and then, the president of this tailoring establishment will devote a few days to calls upon men who ought to have been in and haven't been in. Only this spring there was a case. The customer promised and failed to keep his promise.

Then this letter:

Dear Mr. ....:

One month—

That is not a jail sentence; it's a statement of fact. Just a few days more than a month ago I was in to see you. I enjoyed the call, and I left in the fond hope that we should surely see you here "In a few days," as you put it.

Have you been away, or sick, or too busy? Won't you make it on the afternoon of the day you get this letter?

We want to be in on your wardrobe requirements, and we do not want to have an eleventh hour rush to beat the heat which we shall get right quick now.

Come in, please.

Sincerely

He came in.

All of which is the reason B. & P. have been successful.

### Certain-Teed Profits Make New Record

The Certain-Teed Products Corporation, New York, with net profits, after charges, of \$1,008,228 for the first half of 1925, reports the best six months' business in the history of the company. For the first half of last year the net profits, after charges, amounted to \$503,607. This corporation manufactures roofing material, linoleum, tarred felts, paints and varnishes.

# **THE MELCZER COMPANY**

## **WHOLESALE GROCERS**

4TH AVE. AND JACKSON ST.

**PHOENIX, ARIZONA**

**April 28, 1925**

**The Arizona Republican  
Phoenix, Arizona**

**Gentlemen:**

For months we were tail-ender in the race for position on our Crisco quota. Note the enclosed copy of Moonbeams, the house organ of Procter and Gamble which shows that we have nosed out all other territories in Crisco sales on the quota basis. **WE NOW LEAD THE UNITED STATES.**

I want you to know that we give credit to the advertising in The Arizona Republican, the cooperation you have given through your merchandising department and the effectiveness of your Cooking Schools for this remarkable change in Crisco sales.

You can refer anybody you want to us and we'll tell them how effective your advertising columns are.

**Yours respectfully,**

**THE MELCZER COMPANY**

**JTM:M**

**By**

*J. Melczer*  
**Vice-President  
& General Manager.**

# WHICH PAPER?

*The Strathmore  
4-Group Plan Tells*

COVERS BOOKS JAPANS BONDS WRITINGS

## THE · EVERYDAY · GROUP

<i>Ray Path Cover</i>	<i>Ray Path Book</i>	<i>Ray Path Imperial</i>	<i>Ray Path Bond</i> <i>Blanford Bond</i> <i>Strathmore</i> <i>Multicopy Bond</i>	<i>Ray Path Vellum</i>
-----------------------	----------------------	--------------------------	--	------------------------

## THE · PRESTIGE · GROUP

<i>Alexandra Deckle</i> <i>Edge Narrow Width</i> <i>Old Cloister Cover</i> <i>Rhododendron Cover</i> <i>Strathmore Munsell</i> <i>Cover</i>	<i>Alexandra Book</i> <i>Alexandra Deckle</i> <i>Edge Narrow Width</i> <i>Blanford Book</i>	<i>Alexandra Japan</i>	<i>Alexis Bond</i> <i>Saxon Bond</i>	<i>Alexandra Brilliant</i> <i>Strathmore Snowdrift</i> <i>Teleman Extra</i> <i>Super</i> <i>Weronoco Demark</i>
--	--	------------------------	---	---

## THE · DISTINGUISHED · GROUP

<i>Old Stratford</i> <i>Parchment Cover</i> <i>Strathmore Deckle</i> <i>Edge Narrow Width</i>	<i>Old Stratford Book</i> <i>Strathmore Charcoal</i> <i>Strathmore Deckle</i> <i>Edge Narrow Width</i>	<i>American Japan</i> <i>Parchment</i> <i>Strathmore Japan</i>	<i>Strathmore Dead</i> <i>Strathmore</i> <i>Parchment</i> <i>Weronoco Bond</i>	<i>Strathmore Script</i>
--	---	--	---	--------------------------

## THE · DECORATIVE · GROUP

<i>Aladdin Cover</i> <i>Araby Cover</i> <i>Bannockburn Cover</i> <i>Pargueury Cover</i> <i>Strathlaid Booklet</i> <i>Strathmore Brochure</i> <i>Strathmore De Luxe</i>	<i>Strathlaid Booklet</i> <i>Strathmore De Luxe</i>			<i>Aladdin Writings</i>
--	--	--	--	-------------------------

STRATHMORE EXPRESSIVE PAPERS  
ARE PART OF THE PICTURE



# WHICH PAPER

*will give this result?*

Every intelligent direct-mail-planner asks that question. Once it meant digging. Today, there is the Strathmore 4-Group Plan. This is how it works: Is it an everyday mailing, with wide circulation, here is an Everyday Group... Is it a distinguished piece, with restricted circulation, here is a Distinguished Group... Is this job to build prestige, the 4-Group Plan shows the

Prestige Group of papers. Is that job to reflect style or novelty, it points out the Decorative Group... 3 steps in price; 3 steps in quality; 4 steps in effect. All lead directly to the Strathmore Expressive Paper which fits both as part of your picture and part of your price... What a wonderful printing assistant to have around! 2 cents hires it. Which size? Please use coupon.



WHICH STRATHMORE EXPRESSIVE PAPER?

*The 4-Group Plan tells*

WHICH SIZE CARD?  
Check which you want and mail—  
STRATHMORE PAPER CO.  
Miltonague, Mass.  
Desk size ☐ File size ☐ Handbook ☐  
Name \_\_\_\_\_  
Address \_\_\_\_\_



---

---

*The Cost of a Card  
In Every Fifth Avenue Coach  
Is Now \$800 a Month  
(Old rate was \$700)*

---



**T**HIS is at the rate of \$2.00 per coach per month, based on a daily average of 400 or more. As 436 are now in daily service, advertisers buying a full, half or quarter run are immediately given their percentage of the "overs," and will get their percentage on all increases during the life of their lease.

¶ I am told that 70 more are coming shortly.

¶ Now is the time to contract for advertising space in the New York Fifth Avenue Coaches. Further information on request.

Agency Commission 13%, Cash Discount 3%

**JOHN H. LIVINGSTON, JR.**  
425 Fifth Avenue, New York  
*Phone CALedonia 0260*

---

---



# Small Advertising Accounts Are Not Unwelcome

Inquiries Regarding Agency Service Give Evidence That Many Manufacturers Are Approaching the Time When They Will Advertise

THE Research Department of PRINTERS' INK receives inquiries each week from manufacturers who ask to be placed in touch with a "good advertising agency." Many of these letters go into some detail concerning the manufacturers' proposed advertising plans and specify the type of agency they are seeking. In the last few days, for example, the following letters and calls have been received:

FROM A LARGE IMPORTER OF CIGARS

I would like to get in touch with some reliable advertising agents and have been told by my friends that you would be pleased to give me a few names.

My advertising account will be small in the beginning but will gradually increase, so when giving names please omit those that will only take an account of many thousands of dollars.

Thanking you in anticipation for your kind reply.

FROM A MANUFACTURER OF BALL BEARINGS

I am coming to you to get your unbiased opinion and assistance on a matter about which I believe that you should know as much, if not more, than anyone else to whom I can turn.

As you may know, this company has never used an advertising agency for the reason that we believed that the application of ball bearings was such a technical proposition that no agency could give us sufficient help to make the trouble of using them worth while. At the present time, however, it is becoming imperative for me to get some more assistance in carrying out the work either through increasing the size of our advertising department here or by availing myself of the services of an advertising agency.

We are not yet convinced that an agency can help us very much, but we realize that agencies have helped a good many technical advertisers and that if we could obtain help from an agency, it would be a distinct assistance. What we want to do is to give a fair trial to the best agency handling technical accounts in the main that we can find.

My reason for writing you is to ask you to give me the names of what you consider to be the leading and the best technical agencies, or largely technical agencies, in New York City. I believe that we should want an agency not further away than New York City for the reason that it is easier to work with an agency in which you can be in personal contact fairly frequently.

Any information that you can give me on this matter will be kept strictly secret, and your name will not be mentioned to any agency whom you might not happen to give on your list, so that you can be perfectly frank. We need the best agency that we can get because our advertising, I believe, is a difficult one for even the best agency or at least one that contains one or two very good technical men in order to get intelligent co-operation.

I should appreciate very much getting your honest opinion on the names of leading agencies and a list of those that you would personally recommend.

Please do not mention the fact outside of your office that we are considering an agency as I do not wish to be flooded with callers.

FROM THE PRESIDENT OF A CONTRACTING COMPANY

We have been jobbing in oils and greases, as a side line, for some time and now feel that we would like to push these products, in addition to several new ones,

under our own brand by a direct-by-mail sales method.

Not having had any previous experience in merchandising by mail, and knowing of no one who can give us the desired information, we have decided to ask you for advice in selecting an agency that would be interested in engineering our proposition. We wish to impress upon your mind that at the present time our appropriation for advertising must be small. However, we expect to spend all of the net earnings on the new line for additional advertising. After it has been proved to our satisfaction that our plan is practicable we will have more capital available for the expansion of our business.

Thank you for whatever assistance you may be in a position to give us.

\* \* \*

Two manufacturers have called in person with similar requests, one of them a British manufacturer, thinking of invading the American market with a new wall covering, the other a maker of private-brand food products considering the advisability of trade-marking and advertising a leader.

PRINTERS' INK greatly appreciates the confidence placed in it by these requests and the many similar ones.

Yet we have always made it a policy never to make specific recommendations when it comes to agency service. We think it a more satisfactory policy for our subscribers to adopt the plan of investigating the many announcements of advertising agents which appear in our advertising columns, write to a list of those who seem most nearly to meet their requirements, investigate in person, and then make their own selection.

Service is not like merchandise. So many intangible qualities and so much personality enters into the selection of a doctor, a lawyer or an advertising agent, that the principal must make the selection for himself after personal contact and investigation. At least one of the inquirers listed above has, he informs us, already adopted this course.

The numerous letters asking for such advice outline several points of importance both to advertising agencies and manufacturers. There is still a feeling that the small initial appropriation is never welcome. There is an indication that specialized service is not yet thoroughly understood. The big advertiser knows. The manufacturer new to advertising, the small man who wants to start small and "invest all his profits in advertising," still has some fear that his small logical plans will be called lack of vision and courage by the man to whom he goes for his advertising advice. To these men let us say that the pages of PRINTERS' INK have contained many articles about the small initial appropriations of most of the big advertisers of today. There are many advertising agents who welcome small accounts. Perhaps more of them should make this point clear. At any rate the number of letters outlining future advertising plans indicates that there will be no dearth of prospects for the fall and winter months.—[Ed. PRINTERS' INK.]

### Advertises Dealer Book on How to Sell Brake Lining

Johns-Manville, Inc., New York, has published a book on selling brake lining, which it calls "Dollars and Sense in Brake Lining." The company recently used this book as a copy theme in a two-page advertisement in a trade paper. The first page is a reproduction of the cover of the book. A hand in the corner of this page is shown in the act of opening the book. The reverse side of the page is headed "A Profit Getter—" with another reproduction of the book showing a number of coins dropping from its pages.

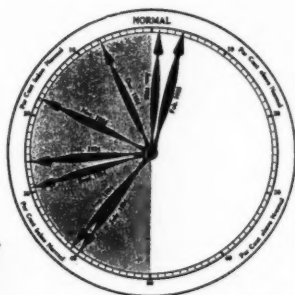
Below is the statement that "Dollars and Sense in Brake Lining" "contains more ways to sell brake lining than you ever thought possible." "All have been tried out," the copy continues. "All have proved successful. Some of our dealers have doubled their business by using methods described in this book."

### Beech-Nut Earnings for First Half of 1925

The Beech-Nut Packing Company, Canajoharie, N. Y., reports earnings of \$1,352,190 for the first six months of 1925, after expenses but before tax reserves. This compares with \$1,178,114 for the corresponding period of 1924 and represents a gain of \$174,076.



# Yesterday Today and Tomorrow



## *Blast Furnace Business Dial*

**SHOWS** you the trend of industry and commerce at a glance. Is business normal? Will it be better or worse next month? Is the improvement slow or fast? Which shall I do—buy or liquidate my inventory? Questions like these are answered *immediately* by reference to the Dial—an exclusive **IRON TRADE REVIEW** feature.

This is just one of the hundreds of practical ways **IRON TRADE REVIEW** serves its readers. The Blast Furnace Business Dial shows why **IRON TRADE REVIEW** possesses such superlative reader interest; why every issue is eagerly sought after; why the biggest industrial buyers in America are constant subscribers.

# IRON REVIEW TRADE

**INDISPENSABLE**  
**TO INDUSTRY**



A PENTON PUBLICATION  
CLEVELAND

MEMBER  
A.B.C. & A.B.P.

## Advertising of Unusual Services Builds Taxi Business

**T**WO A. M., out of gas and three miles from a service station! Just such an incident and others equally unusual, gives the Blue Bird Cab Company, of Wichita, Kans., a chance to carry out its advertised offer of service.

The company started operating a fleet of taxicabs in Wichita about a year ago. Distances between points in the city are not great, most families own automobiles and parking places are reasonably plentiful. Under these conditions taxicab operators have found it difficult to build up a paying business. But, it was reasoned, there were innumerable ways in which the services of the company could be made almost invaluable to its potential customers. Accordingly, the management set about to make the public conscious of the various ways in which it could make use of Blue Bird cab service.

An advertising campaign was started and then followed the incident of the motorist, previously mentioned, as a result of the advertising. He got in touch with the Blue Bird company by telephone and ten minutes later a taxicab had arrived with five gallons of gas. This example of the company's readiness to be of service was made the subject of one of its newspaper advertisements.

With such concrete examples as the basis of its campaign, the company reports that it is successfully getting over to the public the idea that while its principal business is the carrying of passengers, it performs other important functions.

As a result of this unique advertising of service, supplemented with occasional advertisements more directly soliciting business, the Blue Bird company in one year has been able not only to create sufficient business to keep its original fleet of cabs in operation but to increase their number threefold.

## Balliet Agency to Open Office at Asheville

Carl J. Balliet, Inc., Greensboro, N. C., advertising agency, will open an office at Asheville, N. C. E. C. Lyndon, manager of the Charlotte office will, in addition, be manager of the new office. He will divide his time between the two offices.

## Poultry Account for Irvin F. Paschall Agency

The Illinois Band & Supply Company, Aurora, Ill., direct-mail poultry distributor, has placed its advertising account with Irvin F. Paschall, Inc., Chicago advertising agency. Plans call for the use of farm papers and poultry magazines.

## Religious Press Advances A. E. Shubert

The Religious Press Association, Philadelphia, has advanced Allan E. Shubert to the office of manager. He takes the place of the late R. C. Lowry. Gilbert E. Whiteley has been added to the staff of the advertising department.

## Hupp Motor Improves Net Profits

The Hupp Motor Car Company, Detroit, Mich., reports a net profit, after charges, of \$2,137,720 for the first half of 1925. The same period in 1924 showed a net profit, after charges, of \$690,206.

## Fire Alarm Account for Birch-Field Agency

The Rochester office of Birch-Field & Company, Inc., advertising agency, has been appointed by the Sterling Fire Alarm Company, of Rochester, to direct its advertising account.

## J. R. Newman, Manager, Wood Workers Clearing House

J. R. Newman has been made manager of the Wood Workers Clearing House, Chicago. Mr. Newman was formerly sales manager of the Royal Easy Chair Corporation, Sturgis, Mich.

## Joins "The Household Magazine"

John A. Spooner has joined the New York office of *The Household Magazine*, Topeka, Kans. He was formerly with the *Ladies' Home Journal*.

## George R. H. Thorn Dead

George R. Hallett Thorn, executive manager of Richardson & Boynton, New York stove manufacturers, died at New York on July 30.

# Advertising in Northern Rhode Island

Duplication reduces the efficiency of the total circulation of the eight leading national weeklies in the Northern Rhode Island territory to a point far below their apparent coverage of 25% (based on collective circulation).

The following table shows that, as compared with these weeklies, this territory can be covered at less than one-half the line cost per thousand circulation and with 100% efficiency through

## The Pawtucket Times

	8 Leading Weeklies	— The Pawtucket Times —	
		In R. I.	In R. I. and Mass.
Circ. in R. I. Times territory.	5100	22,500	27,172
Line rate for territory.....	.029	.063	.07
Cost per line per M circulation	.0057	.00257	.00257

Population of Times territory in Rhode Island . 115,976

Population of entire Times territory . . . . . 148,000

---

*National Representatives*

GILMAN, NICOLL & RUTHMAN

New York

Chicago

Boston

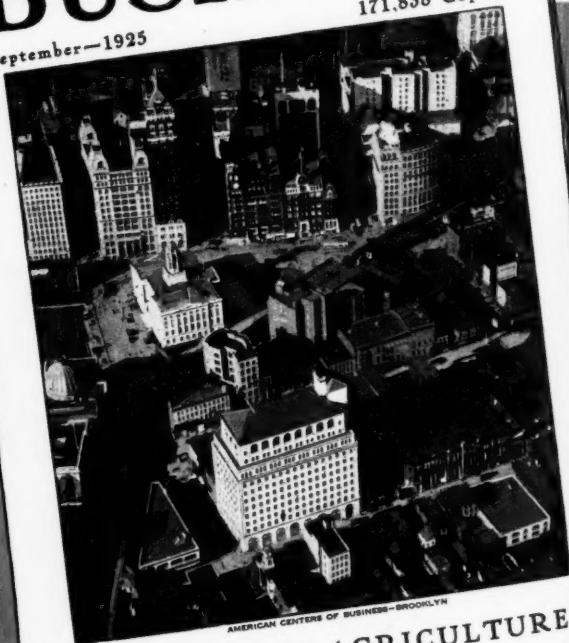
San Francisco

*three thousandths of*

# BUSINESS

171,838 Copies

September—1925



AMERICAN CENTERS OF BUSINESS—BROOKLYN

IN THIS  
ISSUE

OUR NEW AGRICULTURE

*100% Business Executive Circulation*

*of a cent per reader!*

*That's all you pay to  
advertise to the cream of  
the Business Executive  
Market monthly if you use  
BUSINESS*

*Its the lowest  
rate in Business  
Executive Field*

**BUSINESS**

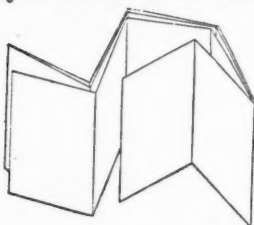
Second Boulevard

Detroit, Mich.

# You may never see your printer's CLEVELAND

You may never even know that he has a CLEVELAND Folder, but you nevertheless benefit from it.

Besides making the ordinary folds for your printed pieces, accurately and economically in record time, his CLEVELAND can give you all kinds of unusual, attention-getting



**A Distinctive  
CLEVELAND Fold**

folds for your literature.

The CLEVELAND will make 210 different folds, including all those made by all other folding machines and 156 more.

Any CLEVELAND equipped printer can show you these unusual folds. Ask your printer or write us for more information.

## THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY, 1929-1931 East 61st Street, CLEVELAND

NEW YORK

CHICAGO

PHILADELPHIA

BOSTON



# Broadcasting Doesn't Belong in Advertising Account

Gimbel Brothers Say There Is No Assurance It Will Sell Goods and Is More Intricate Than Running Metropolitan Opera

RINES BROTHERS COMPANY  
PORTLAND, MAINE

Editor of **PRINTERS' INK**:

Once more we are turning to you for information of mutual interest, this time on an advertising matter.

We are wondering if commercial broadcasting by radio as practiced by the separate stores—Gimbel's, Strawbridge & Clothier and numerous others—have published or otherwise made known the value of this modern method of publicity and its effect upon their newspaper advertising campaigns.

In other words can you tell us if the newspapers in these various cities have suffered a loss in their lineage because of radio broadcasting or is it handled as a separate appropriation?

While we are on this subject we would also like to inquire as to the volume of department store advertising as compared, we will say, with five years ago. I am referring now to newspaper advertising.

Naturally it is a constant study and problem with all advertising managers, to protect and conserve as far as possible the advertising appropriations. It is practically impossible to get a complete setup on the results of advertising, but the question often comes up whether to increase the appropriation or can we accomplish as much with a smaller appropriation?

Now the question arises—if we take advantage of an opportunity in this city of commercial broadcasting, should this be handled as a separate appropriation or I might say, is it customary with the other stores who broadcast? We would appreciate a letter from you covering the subject in a general way if not specifically, knowing full well the ability of your organization in research work.

RINES BROTHERS COMPANY,  
W. S. SMALL.

**T**HE expense for radio broadcasting does not belong in the "advertising account." This is our opinion and it is based upon a study made by us on the subject of broadcasting. Even those stations which sell "time on the air" do not talk about it as "advertising." They refer to it as goodwill building. J. R. Crawford, the general sales manager of the National Carbon Company, maker of Eveready batteries, a company that has, next to a radio receiving set manufacturer, more right to experiment with radio broadcast-

ing as an advertising medium than any other manufacturer we can think of, offered the following advice to readers of **PRINTERS' INK** on what to do with the costs for radio broadcasting.

"I do not think," said Mr. Crawford, "that radio broadcasting would be a very good advertising medium for every type of manufacturer. Any manufacturer who plans to use it should not draw from his regular advertising budget to buy 'space' on the air. He should make his budget for all of his advertising in the regular normal way and make his usual increase, and when that is finished he should create a special fund for radio broadcasting. He should use radio broadcasting with the knowledge that he is making an advertising experiment that he may have to drop."

From all that we have been able to gather from a study of radio broadcasting, it would be our suggestion that the cost of broadcasting be entered on the books under an account headed "experiment" "charity" or "philanthropy." Only by so doing can an advertiser really learn the actual returns he is obtaining from his genuine advertising.

Our correspondent asks if there has been an increase or decrease in department-store newspaper lineage in the last five years. The opinion is that there has been a decrease. Figures to support this opinion are not available. The National Retail Dry Goods Association, an organization made up of department stores, says there is a decrease. The chances are strongly in favor of this opinion, for newspapers have been working hard to get department stores to use better copy in smaller space.

Radio broadcasting does not enter into the situation as a reason for the decrease of department-

store advertising in newspapers in any manner, the National Retail Dry Goods Association informs us. Common sense indicates that a department store that wanted to stay in business could not forego its use of an established advertising medium such as a newspaper in favor of an experiment such as radio broadcasting.

Our correspondent also asks if any department store has made any statement concerning its use of radio broadcasting. Sheldon R. Coons, director of sales and publicity, of Gimbel Brothers, New York, made an address concerning his company's experiences with radio broadcasting at the fifth annual convention of the National Retail Dry Goods Association. Gimbel Brothers own and operate two broadcasting stations, one at Philadelphia, known as WIP, and the other at New York, called WGBS.

After explaining how his company happened to own and operate broadcasting stations, Mr. Coons said:

"I don't know whether it sells any more goods or not. Frankly, we did not put it in to sell goods. When we made our appropriation for broadcasting I was asked, 'Do you think this will sell goods?'

"My answer to this was 'Absolutely not, and if it did, we could not trace it directly to the station.' Perhaps you feel it is bad business for a store to add to its overhead expenses with the sole purpose of not getting a proportionate return. It seems possible that we were doing a rather stupid and unintelligent thing. However, we really felt it was a good thing to do, because our patrons would appreciate it, if we did a good job, and other people not our patrons would also appreciate it. I think some of our feelings might well be expressed in this way: Many people not our patrons would appreciate it and later they might say, 'Well, we have a certain obligation to these people for furnishing us with so many evenings' entertainment and saving us so much money on theatre tickets.' Some day we hoped they might even

come in and buy a spool of thread!

"Thus far, I can tell you in all sincerity that it has not directly got any business for us that we know about, but we do feel that if it ever does, we shall appreciate it, and if it does not—we shall not be disappointed, for it most certainly must be adding to our good-will.

"The task of broadcasting is a more intricate job than running a theatre or the Metropolitan Opera. When they secure a program it is easy to run—not so with broadcasting. There are many complications not understood by the people who are listening in. For instance—we had to share 'time' with others, because there was not waves enough when we came into the picture. We are on the air only fifty hours a week, and every one of those fifty hours has to furnish a different entertainment. Experience proves that the longest anyone will listen to a talk, with the exception of Calvin Coolidge, or the Director General of the Budget or Al Smith, is ten minutes. Now, there are sixty minutes in an hour and we are on the air fifty hours in the week. In that time we have to cater to every taste known, because if we don't we have no audience.

"Thus far we have done no advertising. We don't even refer to ourselves as a store. We simply announce our call letters 'WGBS' and we say, 'Gimbel Brothers, New York City,' and in Philadelphia we say 'Philadelphia'.

"What we have done in the line of advertising is to invite the public to come to see our broadcasting station, and a great many accept the invitation. Whether they buy merchandise I don't know, but at least they come to the eighth floor. I cannot say if we will ever do any advertising directly, but I think not for a long time to come. If the newspapers or other mediums feel that radio is a competitor, they are mistaken."

The substance of this very interesting address from an air advertiser's standpoint is this:

# **Boston Families**

## **Who are in the market to buy homes**

### ***Read the Boston Globe***

There is probably no more desirable prospective purchaser than the family which is about to buy or rent a new home. Naturally the matter of the house comes first, but after that has been determined the whole field of household utilities comes up for attention.

The advertiser who can reach a large proportion of this group through the use of one newspaper is fortunate.

For many years the Boston Globe has carried more Real Estate advertising than the other Boston papers (having daily and Sunday editions) combined.

***First 6 months of 1925***  
**Globe 61,914 advertisements**

2nd Paper 22,641 “

3rd Paper 4,570 “

4th Paper 3,442 “

*Reach those who buy for the home through The*

# **BOSTON GLOBE**

*The Leader in Boston for 31 Years*

If you decide to use broadcasting you have no assurance that it will sell goods and you will have on your hands "a more intricate job than running a theatre or the Metropolitan Opera."

Our correspondent asks if department stores using broadcasting charge the expense for that undertaking to their "advertising appropriation." Gimbel Brothers, we are told, do not charge this expense to the "advertising account." The National Retail Dry Goods Association, however, tells us the general practice is to charge the cost of broadcasting against the "advertising account."

So much for the information asked for by our correspondent. We now want to give some general advice.

A department store profits, we feel, according to its ability to let people know what it has. This means steady day in and day out advertising. Some stop at price advertising. Some make a class appeal. A few have endeavored to sell their store as an institution, as R. H. Macy & Co., of New York, for example, are doing. Department-store copy possibilities have not been explored. Why jump into a means of communication whose claims for a consideration as an advertising medium have not yet been proved when complete possibilities of established mediums have not been probed?—[Ed. PRINTERS' INK.]

### Indianapolis "News" Appointments

Hilton U. Brown, who has been general manager of the Indianapolis, Ind., *News*, has been appointed chairman of the board of directors. Curtis Hodges, managing editor, in addition, has been made general manager. John M. Schmid has been made business manager. He continues as circulation manager. Frank T. Carroll is advertising manager.

### "Own Your Own Home," New Macfadden Magazine

*Own Your Own Home* is the name of a new magazine which will be published monthly by Macfadden Publications, Inc., New York. It will be devoted to the building and furnishing of homes and to gardening. The first issue will be a November number. Don Miller is advertising director.

### J. H. DeWild Leaves Ely Walker Dry Goods

John H. DeWild has resigned his position in charge of dealers' service with the Ely Walker Dry Goods Company, St. Louis, to return to Minneapolis where he will become engaged in the business-paper field.

### Olmstead, Perrin & Leffingwell Appoints J. P. Dunne

John P. Dunne has joined Olmstead, Perrin & Leffingwell, Inc., New York advertising agency, as production manager. He was formerly with The Blackman Company and the J. Walter Thompson Company.

### Yeast Account with Kling-Gibson Agency

The Northwestern Yeast Company, Chicago, manufacturer of "Magic" yeast and "Yeast Foam," has appointed the Kling-Gibson Company, Chicago advertising agency, to direct its advertising account.

### Trent Collins to Leave Higbee Company

Trent Collins, for fourteen years advertising manager of The Higbee Company, Cleveland, has resigned, effective September 1. He plans to take up his residence in Florida where he will devote his attention to personal interests.

### Jiffy Sales Company Appoints Clark Collard Agency

The Jiffy Sales Company, Chicago, has appointed The Clark Collard Company, advertising agency, of that city, to direct its advertising. Business papers and direct mail will be used.

### Katz Agency to Represent "Western Farm Life"

The E. Katz Special Advertising Agency has been appointed national advertising representative by *Western Farm Life*, Denver. This appointment becomes effective September 1.

### F. J. Hurley, Western Manager of "Mentor"

Frank J. Hurley, Jr., has been appointed Western manager of *The Mentor*, with headquarters at Chicago. He was formerly with the Chicago *Daily News*.

### Elgin, Ill., "Daily News" Appoints E. M. Burke, Inc.

The Elgin, Ill., *Daily News* has appointed E. M. Burke, Inc., publishers' representative, as its advertising representative in the East and West.

*"Four out of five"*

This usually alarming statement also has a much more cheerful meaning:

Four out of every five companies renew their subscriptions to The Iron Age regularly — thereby enabling us to maintain the highest verified renewal percentage of any publication blanketing the metal trades.



Charter Member  
A.B.C. A.B.P.

# Satisfying



## The September Issue

The National Chain Store Grocers' Association of the United States holds its annual convention in Chicago, Ill., September 9th to 11th. The September issue of Chain Store Age provides you with the opportunity of reaching this great buying group at a most opportune time.

**September Issue  
closes August 22nd**

## Read

What typical Chain Store executives say about the **ONLY** Chain Store Magazine.

"This seems to be the magazine for which we have been looking and we think it is so good we wish you would enter an additional subscription for this company."

—Managing superintendent, chain-store grocery organization.

"We look forward with pleasure to reading in your columns news directly applied to operating and merchandising in chain stores."

—Comptroller, one of the largest chain-store drug concerns.

"Please enter our subscription for fourteen copies of your publication."

—Head of chain department store company.

"We are greatly pleased with the magazine and trust you will be able to keep up the good work as we have long felt the need for just such a publication."

—Secretary and treasurer of a well-known chain variety store organization.

The  
arou  
exec  
Stor  
in w  
lems

CHA  
mag

The  
prep  
Depa  
chain

Such  
A we  
store

Send

CH  
93 WO

# ga Real Need!

The first issues of CHAIN STORE AGE have aroused a remarkable response from chain store executives—explained by the fact that now Chain Store organizations have a magazine of their own, in which leading executives discuss chain store problems in a thorough, helpful, authoritative way.

CHAIN STORE AGE is the only chain store magazine.

## *Get acquainted with our Service Department*

The Service Department of Chain Store Age is prepared to furnish valuable assistance to Sales Departments reaching or interested in reaching chain stores, in all lines of merchandise.

Such co-operation includes specialized information. A weekly Service Bulletin, giving new concerns, new stores, etc.

CHAIN STORE AGE reaches  
the executives of 5,000 chains  
operating 75,000 stores.

*Send for the August Issue—Just off the Press!*

**CHAIN STORE AGE**  
93 WORTH ST. NEW YORK

# Largest Home-Delivered Circulation

of any newspaper  
(morning or evening)  
within a radius of 400 miles

## Los Angeles Times

*Eastern Representative:*

WILLIAMS, LAWRENCE & CRESMER CO.  
225 Fifth Avenue, New York  
360 North Michigan Avenue, Chicago



## Johnston-Ayres and Evans & Barnhill Consolidated

The Johnston-Ayres Company, Inc., San Francisco advertising agency, and Evans & Barnhill, Inc., advertising agency, of that city, have been consolidated. The new organization will be known as the Johnston-Ayres Company, Inc.

K. L. Hamman, who has been president of the Johnston-Ayres agency, is president of the new company. Mr. Hamman is also president of the L. S. Gilham Company, Inc., Los Angeles advertising agency, and K. L. Hamman—Advertising, Oakland, Calif.

Other officers of the new company are: Norman B. Stern, vice-president and service manager; Clyde Scott, vice-president and production manager; J. D. Burns, secretary and space buyer; R. N. Price, treasurer, and George H. Eberhard, director and merchandising counsel.

Mr. Stern and Mr. Eberhard were formerly vice-presidents of Evans & Barnhill and Mr. Burns had been secretary-treasurer. Mr. Scott and Mr. Price were both with Johnston-Ayres, the former as vice-president and the latter as secretary-treasurer.

## Has Red Rock Cheese Account

The Red Rock Creamery, Seattle, Portland and San Francisco, maker of Red Rock cottage cheese, has placed its advertising account with the Seattle, Wash., office of the Botsford-Constantine Company, advertising agency.

## Campaign Started on Windswept Silver Fox Furs

The Windswept Silver Fox Farms, Henderson, N. Y., has begun an advertising campaign in a list of general magazines and farm papers, advertising Windswept silver foxes and Windswept furs. This advertising is being directed by the E. P. Remington Advertising Agency, Buffalo.

This agency also is planning a test campaign for the W. H. Comstock Company, Morristown, N. Y. Ohio newspapers will be used.

## Federal Radio Account with Henri, Hurst & McDonald

The Federal Telephone Manufacturing Corporation, Buffalo, N. Y., manufacturer of Federal radio sets, has appointed Henri, Hurst & McDonald, Chicago advertising agency, to direct its advertising account.

This manufacturer is bringing out a complete new line of receiving sets and will soon begin a campaign of magazine, newspaper and trade-paper advertising as well as direct mail.

## E. F. Lethen, Western Manager, "Popular Radio"

E. F. Lethen has been appointed Western manager, for E. R. Crowe & Company, Inc., publisher of *Popular Radio*. His headquarters will be in Chicago.

**If You Are Advertising  
Any of the following**  
*Send At Once for Sample Copy*



Published by  
**KNIT GOODS PUBLISHING CORP.**  
93 WORTH STREET, NEW YORK

# Now Let Us Teach Salesmen to Respect Their Rivals

Salesmen Must Be Taught to Forget "Business Secrets" Just As Many Manufacturers Have Done

By H. D. Arthurs

SOME years ago, a man for whom I worked was asked to go to a convention of men from his line of business.

"Will there be any of my local competitors there?" was his first question. When he was told that the others would be asked, too, he immediately refused.

"Have anything to do with those pirates? Tell them my business secrets? Give them a chance to pry into my business? Not on your life!"

I remember when I first came to work for him the way he dwelt upon the vital need of keeping everything secret that had to do with the business. It would not have been surprising had he administered a blood-curdling oath that would have done credit to a pirate organization.

It was with a feeling of distrust that we worked for that man, a feeling that business consisted of devious ways whereby the customer could be induced to pay more for a thing than it was worth or at least more than it had cost, and that a competitor was, of necessity, a bitter enemy who would cut one's throat at the first opportunity and whose throat should be cut if the chance offered.

When one checks over the business secrets of a few years ago, it is plain that there has been a big change in business during the intervening years. However, there must yet come that complete realization that business secrecy is, after all is said and done, about 99 per cent foolishness.

This whole thing was brought to my attention afresh, a few days ago, by a New York business executive. I recall distinctly that not five years ago this man spoke with much feeling on the grave

importance of keeping everything confidential. Last week, in discussing competitive conditions he remarked to me: "After all, what's the use of trying to keep this stuff dark? There's nothing about it which everybody shouldn't know and the fact that it is kept secret only makes people imagine all sorts of incorrect things."

What caused this remark was the fact that his company had been the loser because of its policy of secrecy.

Competitive conditions have changed. Good business dictates clean competitive conditions. This big company finds it good business to conduct its relations with its customers on a perfectly above-board, wide-open basis, with no secret deals, no private rebates, nothing of that kind at all. People who are within the organization know that there is not a single deviation from published lists and prices and terms.

It is well known, too, that this firm's competitors are just as anxious to get their full list price and to refrain from having to make concessions and special allowances.

## BITTER RIVALRY DEVELOPED

But, out of a clear sky, the first firm lost a large order to the second firm and lost it, plainly, through a specially low price. Later, it developed that the competitor had reason to believe this firm had made some inside concessions to its competitor's customers.

Now, this rebating was due to just one thing—suspicion between competitors. Neither competitor felt that the other firm was doing a one-price business. Each one was ready to believe that the other was inclined to grant pri-

## Summer Story

Number of

Make a mental note to get Scribner's at the next newsstand you pass, and ask to have a copy saved for you regularly

# Scribner's

Illustrated Magazine

## Plots that need no dusting

"Dottie," by Mc-Cready Huston.

"The Lost Story," by Clarke Knowlton.

\* \* \*

If you want stories original, charming, human; stories different from the usual run of magazine fiction; stories with the breath of life,

Read these in the August Scribner's Magazine.

\* \* \*

Authors writing with the spirit and vigor of youth; skilled authors with reputation

already secure; unknown authors introduced for the first time to the public, destined to make a name for themselves, mingle in the remarkable combination of features which go to make the summer story number of Scribner's Magazine.

\* \* \*

Six stories, important articles, amusing essays.

\* \* \*

Pictures, poetry, criticism.

\* \* \*

Just the magazine for the week-end.

There is a distinct buying urge (not found in any other magazine) that is fostered by the Fifth Avenue Section of SCRIBNER'S MAGAZINE. And, after all, it is action that advertisers want, isn't it?

ONE OF THE QUALITY GROUP

vate rebates. Neither firm knew this to be so, but each one was suspicious.

There was a very interesting case of this kind, not so long ago, in the Middle West. Two competitors had gone along for years in the same town, each one convinced that his competitor was a criminal out of jail. Each one gave up, through the years, thousands of dollars worth of legitimate profits through going out and taking away his competitor's customers by means of inside rebates. Each competitor distrusted the other. Each one believed everything his salesmen told about the other man, and most of the retail trade in that section knew that the way to get a lower price was to play one firm against the other. Neither of those two men would ever sit down with his competitor and talk over their common interests.

In the course of time, both grew older and both took on younger men to head their sales departments. These younger men were free from the old-time feeling of antagonism. Both realized that there was enough business for the two firms and both knew that their respective houses were on the wrong track with their policy of fighting their competitor. These two men would talk when they passed and they would walk down the same street together. And out of these talks better freight schedules were developed and some co-operative buying was done, saving money for each house. Several raw materials contracts were made jointly and when one or the other ran out of stock which was used in both concerns there was a willingness to pick up from the other.

Gradually, there developed the fact that there was nothing radically different in their costs. Both used, in many cases, the same raw material. Both bought machinery from the same firms. Both had much the same problems to solve. They soon found out that they were losing thousands of dollars because as a result of the great desire of each

house to protect what were called "secrets," each house was keeping so far away from the other that buyers were using the two for easy marks.

#### THEN THE LIGHT DAWNED

And then it dawned upon these two concerns that they were both in the same line of business and both could profit by knowing the other. The old feeling of bitter enmity wore off and even the older men at the heads of the two companies got to the point where they were willing to see a little good in the other man.

Modern business has learned that the competitor most to be feared is the suspicious competitor who feels that every other man in his line of business is out to swindle him. Such a competitor generally resorts to so many wasteful and expensive practices himself that before long he goes out of business, but while he is committing business suicide he is making life miserable for all others in the trade. His competition is destructive; destructive to himself and to everyone else in the industry.

It would be far better for all concerned if that individual could be shown that his competitors are not interested so much in putting him out of business as they are in making progress themselves. And while nobody welcomes with open arms the coming of more competitors, still, business has learned that there probably always will be competitors and that legitimate competition is really not entirely harmful.

That is why business men are recognizing, more and more, the need of knowing their competitors and letting their competitors know them. And that calls for a willingness to deal honestly, fairly and openly with the competitor. Out of this comes mutual respect and understanding and a realization of the similarity of problems that confront all in the industry. That makes for better manufacturing and selling conditions and for a stabilization

*(Continued on page 141)*



## OUR TRADEMARK SEEKS AN INTRODUCTION

☛ A TRADEMARK is an emblem of identification, the symbol of excellence for either an institution's product or its services.

☛ THE Wiener trademark has an historical significance. It links the present day practice of skilful typography with the craftsmanship of the early book printers.

☛ IT bridges that dark age of typography when mechanical invention dulled the edge of artistry, when collectors

ranked old books with paintings and sculpture of departed geniuses.

☛ TO advertising belongs the credit for the renaissance of the printed page, the discovery that skilful typography makes an advertisement more effective.

☛ WE dedicate our trademark to the service of advertisers in memory of those early masters whose skill and craftsmanship are ever an inspiration to the typographer of today.

### WIENES TYPOGRAPHIC SERVICE

INCORPORATED

203 WEST 40TH STREET, NEW YORK

PHONE LONGACRE 7034

**THE SATURDAY  
EVENING POST**

For A. Franklin

AUGUST 1, 1925

"BEST IN THE LONG RUN"



*Cushion yourself against rough travel, enjoy the ease of mind of super-traction, and dress your car with distinction by equipping with*

**Goodrich  
Silvertown Balloons**

THE B. F. GOODRICH RUBBER COMPANY, AKRON, OHIO

20 Calendar, The B. F. Goodrich Rubber Company, Inc., Akron, Ohio

Reiland 1925  
James H. Coe

AN advertisement prepared by the Wm. H. Rankin Company for Goodrich Silvertown Balloons, one of the many products manufactured by The B. F. Goodrich Rubber Company whose advertising on tires, footwear, hose, belting, packing, drug sundries, radio specialties and miscellaneous products we have successfully handled since 1912.

THE standard of quality set by large national advertisers is most exacting. Only an advertising agency with facile pen, fine talent, long experience and expert facilities can successfully and continuously measure up to them. The prestige of the Wm. H. Rankin Company's clientele and the distinctive character of the campaigns prepared by it testify to an ability and service unusually fine. If performance is the gauge of an advertising agency, as it is of a product, then the Wm. H. Rankin Company deserves the most serious consideration.

*An interesting booklet on "Telephotography" sent on request*

---

WM. H.  
**RANKIN**  
COMPANY *Advertising*

342 Madison Avenue  
New York City  
Telephone: Murray Hill 9300

Albee Bldg. Peoples Savings Bank Bldg.  
Washington Akron

San Francisco

Tribune Tower  
Chicago, Ill.  
Telephone: Randolph 6600

Bankers Trust Bldg. 32 Front St. West  
Philadelphia Toronto

London

# In New York—The World's Greatest Market

## The Sun.

### Leads All Evening Newspapers

For the month of July The Sun led its nearest evening competitor by 21,260 lines in total advertising.

For the month of July The Sun, publishing six days a week, led all other New York newspapers—evening and morning—Daily and Sunday included—in Manhattan Department Store Advertising.

For the first seven months of 1925 The Sun has carried a greater volume of Manhattan Department Store Advertising, six days a week, than any New York evening or morning newspaper, Daily and Sunday combined.

For the first seven months of 1925 The Sun has carried 480,672 lines more of National Advertising than any other New York evening newspaper.

The Sun's gain in National Advertising for 1925 to date is nearly double the combined gains of all other New York evening newspapers.

All figures quoted are as of July 31, 1925, furnished by the Statistical Department of the New York Evening Post, Inc.

*The Sun is an independent, vigorous, sane and wholesome newspaper enjoying the respect and confidence of both its readers and advertisers*

## The Sun.

280 Broadway

New York

CHICAGO	BOSTON	SAN FRANCISCO	WASHINGTON, D. C.
208 LaSalle St.	Old South Building	First National Bank Bldg.	Munsey Bldg.
LONDON		PARIS	
40-43 Fleet St.		49 Avenue de l'Opera	



in the industry, all of which leads to wholesome and legitimate profits.

At the bottom of all this open and friendly relationship is a willingness to do away with that fallacy called "trade secrets." When one comes to look into the matter and gets to the point where he talks to others in his industry, it is laughable to find that what we regarded as tremendous secrets are known and regarded as ordinary information by just about everybody else in the industry. But it is because they hang on to these fetishes that some business houses continue to harbor that feeling of mistrust and suspicion which is at the root of the evil of unwholesome competitive conditions.

Many a business house has found that it can fight just as hard, if not harder, for business, but fight along clean, decent lines, rather than fight in the dark and resort to the devious methods of getting business which business secrets encourage.

We have come thus far along ground which is not new. It is a fortunate circumstance that more business men realize this than there are those who do not. But while scores of business heads have developed this personal confidence, it is also true that in very few cases have sales forces out on the road been taught to have the same degree of respect and confidence for their competitors' salesmen. Nine salesmen out of ten sincerely believe that the competitor and his men are at all times willing to resort to every nefarious method for getting business.

The average salesman for one line has little opportunity to get on a common basis and talk over clean business methods with his competitor. It becomes a question whether it is a good thing for them to do so. More than once, such friendships have led to understandings among salesmen, whereby one takes one side of the town and the other takes the other side. Or one man works it the odd months and the other man

## Good Copy

conceals  
its art;  
selling  
the goods  
is enough

HAWLEY  
ADVERTISING  
COMPANY  
INC.

95 MADISON AVE.  
NEW YORK CITY

makes that town in the even months, and so on. There is a limit to the confidence which can be resposed to the coming and going road man.

#### SALESMEN NEED EDUCATION

But there is this one thing which every business house can do and which will go a long way toward making for healthier competitive conditions and that is to teach salesmen the firm's policies and acquaint them with the determination of the house to adhere to those policies and prices, regardless of what salesmen are told or what "they know to be true," etc., etc., etc.

The amount of sheer rubbish about competitors with which salesmen are loaded up by dealers who feel that in that way they can get better prices and terms is appalling. Salesmen who are inclined to listen have time for little actual work. They are constantly listening, constantly on the defensive; constantly going away without an order.

There are thousands of such men on the road every day. In the aggregate, they are losing thousands of dollars daily for their employers because they are spending thousands of hours listening to what the other man is willing to do or what the dealer says the other man is willing to do, when they ought to be selling their own lines.

It is all very well for the principals in their home offices to attend to business and feel no need of worrying over what devilment their competitor may be up to. But that is not enough. If that principal has a force of ten or twenty or 100 men on the road and among that group there are a number of men who are spending their time listening and believing in what the competitor is said to be offering, then that principal is losing money just the same.

Teaching the sales force that the way to win the race is to look straight ahead and sell their own goods, rather than to spend a big part of their time listening to

## made by Grammes



A Good-Will Builder For You  
And Your Product—An Art-Brass Reminder Calendar.

Grammes Combines Appearance And Utility In A "Hundred-And-One" Other Specialties. Our New Catalog Of Advertising Novelties Of The Better Kind Tells You More About Them.

*We Invite Inquiries From Advertising Specialty Salesmen.*

**L. F. Grammes & Sons, Inc.**

Our  
Fiftieth  
Year

431 Union St., Allentown, Pa.

New York Office—Fisk Building



*Mfrs. Metal Specialties, Name Plates, Display Devices, Advertising Novelties, Etc.*

---

# ADVERTISING

---

## *Obtaining Fair Prices*

**T**WO articles of equal merit are sold at prices which differ widely.

**I**F the higher-priced—because of reputation, length of standing in its field, or strength in its sales organization—is able to maintain its volume of sales, it is obvious that the producer of the lower price is being penalized.

Such a penalty may

properly be classed as a selling cost, and should be weighed in the same scale as any other expense.

National advertising which forces consumer attention to the real merit of a product, has assisted many manufacturers in obtaining fair prices.

THE MOSS-CHASE COMPANY, 425-27 Franklin St., Buffalo, N. Y.

# MOSS-CHASE



## The Atlanta Journal

Atlanta, Ga.

Fall comes earlier in Georgia this year.

Peach, tobacco and watermelon money is now circulating.

Cotton has started to market. Soon the full flood of new money will be rushing into Georgia. Crops are the best since the war. Prices of farm products are excellent.

*Advertising in The Journal Sells the Goods*

# who

are the big buyers of small wares? Women. We plan & print dealer to consumer literature designed to appeal to their good taste.



**CURRIER & HARFORD L<sup>td</sup>**  
*Selective Advertising*  
 27 East 31 New York Cal 6076

what the other man is said to be doing, is the next step for the business man who is himself convinced that spending time planning on how to cut his competitor's throat is really time and money wasted.

The day when each salesman carried a little red book in which he jotted down his special pets and special customers and special deals is rapidly leaving us. The next step is to teach the salesman why this is best and why the house makes money by being on the square and why the same rule applies to competitors.

### Pratt & Lambert Profits Increase

Net profits of \$566,812 have been reported for the first half of 1923 by Pratt & Lambert, Inc., Buffalo, manufacturer of varnishes and enamels. Compared with net profits for the same period last year, this year's results show an increase of 37 per cent. J. H. McNulty, president of the company, states that there is a very favorable outlook for the last half of the year.

### Michigan Salt Account for White Agency

Ruggles & Rademaker, Manistee, Mich., salt manufacturers, have placed their advertising account with the White Advertising Agency, Grand Rapids, Mich. It is planned to use newspapers in twelve Central and West Central States, adding to the list as distribution is extended. As the campaign develops, magazines also will be used.

### New Church Paper at Asheville, N. C.

*The Highland Churchman* is the name of a new paper being published at Asheville, N. C. It covers the Episcopal diocese of western North Carolina. The paper has a page-size of ten by twelve inches. James E. Carraway is associate editor and business manager.

### Buys Winston-Salem Journal

Owen Moore, of Trenton, N. J., has purchased the entire capital stock of the Winston-Salem, N. C., *Journal*, published by the Journal Publishing Company. Mr. Moore has assumed charge as president and publisher. William K. Hoyt will be assistant publisher and treasurer.

Mrs. Betty Z. Harrington has joined the sales organization of the Robert G. Marshall Letter Company, Chicago.

Your foot  
as others see it



When a woman is not as tall as she would like to be, the clothes she wears and the shoes she wears make her look shorter than she actually is—and vice versa. And at the same time that her feet and shoes enhance the appearance of her feet, if she wears just the shoes, the appearance of those feet is not the same as when she wears the shoes.

What is it that makes the difference? In fact, it is the shape of the foot, the line and the position of the foot. And in shoes it is the line and the position of the foot. Try on two shoes of different sizes and you will see the difference. Then look in the mirror and you will find the answer.

The shoes which best give the foot the appearance of being as tall as she would like to be are the shoes which best give the foot the appearance of being as tall as she would like to be.

ROBERT H. FUCHSBERGER, Inc.

Philadelphia, Pa.

VICI kid *for the foot*

Choosing the most beautiful footwear for the summer dress is the task of the fashion designer. For the shoe to be the best to wear and make a lady look like a queen.

The shoe must not only give the foot the appearance of being as tall as she would like to be, but it must also give the foot the appearance of being as tall as she would like to be.

The shoe must not only give the foot the appearance of being as tall as she would like to be, but it must also give the foot the appearance of being as tall as she would like to be.

The shoe must not only give the foot the appearance of being as tall as she would like to be, but it must also give the foot the appearance of being as tall as she would like to be.

ROBERT H. FUCHSBERGER, Inc.

Philadelphia, Pa.

A national advertiser served by  
The Eugene McGuckin Company

The  
EUGENE MCGUCKIN  
Company

1211 CHESTNUT STREET  
PHILADELPHIA

ADVERTISING

Emel



## Both Coverage and Rate

Standard Rate and Data Service gives  
Oregon Journal the lowest flat  
"Maximil - Minimil" Rate  
in Portland, Oregon

The Oregon Journal \$1.78, second  
paper \$2.05, third paper \$2.36,  
fourth paper \$2.38 (all figures on  
daily).

The Journal's circulation is highly  
concentrated near Portland and in  
Oregon where 72% of the popula-  
tion is within 17% of its area.

Advertise in the Oregon Journal to  
obtain best coverage at the most  
favorable rate.

# Oregon Journal

BENJAMIN & KENTNOR COMPANY, *Special Representatives*  
New York Chicago

# Electric Lamp Industry Adopts Simplified Line

Advertising to Tell Public of Benefits of Reduced Number of Sizes

THE National Electric Light Association must now be added to the long list of industries that have adopted Secretary Hoover's simplified practice program. On July 1 this Association, in co-operation with the Division of Simplified Practice of the Department of Commerce, started to introduce five standard sizes of electric light lamps, which it is planned will eventually supplant the more than two score types of lamps now in use. The five sizes decided on are 15-watt, 25-watt, 40-watt, 60-watt and 100-watt.

An advertising campaign will be run to inform the public of the benefits of this simplification program. The electric lamp industry, as is the case with many other businesses, is burdened with a large number of sizes and styles. This quantity of units is unnecessary. Many of them only duplicate a service given by some other units. This useless duplication is added to the cost of manufacture and to the cost of distribution. The savings to be effected by the adoption of the simplification program will, therefore, make a good advertising story to tell the public. Of course the economies of such a program are not the only benefits. A simplified line saves manufacturers, distributors and the consumer a tremendous amount of bother. It is the intention to concentrate the campaign initially on the 25-watt lamp, as that is regarded as the most popular size. The new 25-watt lamp, by the way, which has been adopted, will replace twelve types of lamps now manufactured.

The report of the lamp committee of the National Electric Light Association, which was presented at the convention held in San Francisco in June, tells in detail of the studies that the manufacturers of Mazda lamps have been making with the view of simplifying

their lines. "As a result of that study," the report discloses, "the manufacturers are convinced that the present large assortment of lamps of 100 watts and smaller, as used for standard lighting service, can be replaced by five or six types and sizes not only without detriment to lighting but even with advantage in improved lighting results, added convenience and diminished costs."

The general features of the manufacturers' program as communicated to the lamp committee are: Adoption of bulbs uniform in contour and finish, the smaller sizes to be of the vacuum type and the larger sizes the gas-filled type. Adoption for all these bulbs of a light interior frosting which will soften and diffuse the light. Employment of helical coal filaments for the entire simplified line.

Naturally the simplification program will not be carried out in its entirety at once. All existing types of lamps cannot be abandoned immediately, although from now on the industry will promote the simplified line.

That it takes a long time to win the public's complete acceptance of an improved product is evidenced by the fact that there is still a large sale of carbon lamps. The relatively low illuminating power of the carbon lamp has caused the industry to discourage its use. Of course its sales have been dropping off. Last year, 1,750,000 carbon lamps were sold, as compared with 2,000,000 during 1923. In 1921 the sales were as high as 6,000,000.

The sale of all electric lamps during 1924 was 261,000,000, an increase of 7.4 per cent over 1923. This figure does not include miniature lamps, such as are used in flashlights and on automobiles.

As already mentioned it is the plan of the industry to make bulbs uniform in contour and finish and to frost them on the inside. It is

only recently that the industry discovered that it could make lamps without that sharp tip which has always stuck out of the bottom of bulbs. That tip was made by the machine which closed the bottom of the lamp and at the same time sucked out the air in the bulb to create a vacuum. For years, lamps were made in this way. It never seemed to occur to anyone in the business that the vacuum could be created at the top of the lamp where the screw-thread base is inserted, and that it could be done at this point much easier than at the bottom. Anyway a couple of young inventors in the industry conceived the idea of making lamps that way. Now bulbs are being made without the awkward tip that has so long been a menace to unfortunate craniums that happened to bump into them.

This new method of making bulbs made it possible to frost the glass on the inside instead of on the outside as has been the custom in the past. The outside frosting gathered dirt easily and inter-

fered with the diffusion of the light. With the frosting on the inside, the outside surface of the glass remains smooth and can be cleaned if it gets dirty. The frosting of all bulbs on the inside thus becomes standard practice in the industry, although unfrosted lamps will undoubtedly be supplied as long as people want them. In the meantime, the advantages of the frosted lamps will be steadily promoted.

#### Adler-Royal Account with Redfield Agency

The Adler Manufacturing Company, New York, maker of Adler-Royal radio receivers, speakers and phonographs, has placed its advertising account with the Redfield Advertising Agency, Inc., New York. Magazines, newspapers and trade papers will be used.

#### Stewart-Warner Gain in Profits

The Stewart-Warner Speedometer Corporation, Chicago, reports a net profit for the quarter ended June 30, of \$2,163,000. This compares with net profits for the first quarter of 1925 of \$1,303,972.

# Advertising Men be near your customers in

# 51

East  
42<sup>d</sup> St.  
New York

Offices 250 Sq. Ft. up!

Ask for our Representative on Premises

**Vanderbilt Avenue Building Corporation**

Renting and Managing Agent

Room 610 Tel. Murray Hill 1198

Or your own Broker—Brokers protected



# The American Legion National Convention

Will Be Held In  
Omaha, Nebraska  
October 5th to 9th, 1925

It is expected that between 100,000 and 150,000 Legion men will attend this convention, and that it will be the largest convention the Legion men ever held, Omaha being convenient to all points of America.

This means that the World-Herald circulation (which is normally 105,000) will be anywhere between 150,000 to 200,000 during the period of the convention.

Manufacturers of men's goods could hardly find a more appropriate opportunity for speaking to a large number of men at an extremely low price. The World-Herald's rate of twenty cents a line is low for its normal circulation. For the extraordinary circulation during the Legion convention it will be the lowest rate in America.

We suggest to manufacturers of anything that interests men that October 4th to 9th is the psychological moment to talk to these men, and the World-Herald is the medium to carry your message. Regular rates in effect—twenty cents a line.

## Omaha World-Herald

Most News

Most Ads

Most Circulation

*National Representatives*

O'MARA & ORMSBEE, INC.

New York

Chicago

Detroit

San Francisco

### Financial Account for Charles C. Green Agency

Nixon & Company, Philadelphia, investment securities, have appointed the Philadelphia office of the Charles C. Green Advertising Agency, Inc., to direct their advertising. Newspapers in Philadelphia and throughout the State of Pennsylvania are to be used.

### Glenn N. Merry Joins Maine Agency

Glenn N. Merry, who has been doing consultation work at Boston, has joined the staff of the Brown Company, Portland, Me., advertising agency. He will be a member of the market studies and advertising department.

### New Oil Jack to Be Marketed

The Oil Jack Company, New York, manufacturer of the Pedersen Oil Jack, a new product about to be placed on the market, has retained O. S. Tyson & Company, Inc., New York, as its advertising agency.

### Goodrich Officials Advanced

L. D. Brown, treasurer of the B. F. Goodrich Company, Akron, Ohio, has been elected vice-president and treasurer. H. Hough, controller, in addition has become vice-president.

### New Accounts for S. M. Masse Agency

The Guide Motor Lamp Manufacturing Company, manufacturer of head lamps for automobiles and other lighting specialties, The Monarch Aluminum Ware Company, manufacturer of household utensils and castings, and The Cur-tion Company, manufacturer of partitions, all of Cleveland, Ohio, have placed their advertising accounts with The S. M. Masse Company, advertising agency, also of Cleveland.

The Guide Motor Lamp company will use magazines, newspapers and trade papers. Trade papers and direct-mail advertising will be used by the Monarch company and The Cur-tion Company.

### Douglas-Pectin Sales Increase

The report of the Douglas-Pectin Corporation, Rochester, N. Y., manufacturer of Certo, shows sales for the first half of this year of \$1,134,640 as against \$893,859 for the same period in 1924. Net profits for the period ended June 30, 1925, were \$310,080, as compared with \$89,812 for the corresponding period in 1924.

### Pekin, Ill., "Daily Times" Has New Publishers

The Pekin, Ill., *Daily Times* has been added to the string of five Iowa dailies published by William McGiffin and Don McGiffin.

Walter W. Hoops  
President

9 East Huron  
Street



David C. Thomas  
Vice-President

Chicago  
Illinois

In this agency there are no "account executives" standing between you and service. You deal first-hand with the principals and the men who produce your advertising—back of whom is an efficient organization of 16 people.

17th Year

# HOOPS

## ADVERTISING COMPANY

(20-J)

July 30, 1925.

MR. PAUL BLOCK,  
*Advertising Department,*  
PICTORIAL REVIEW.

Dear P. B.:

I know it will please you to learn how we are growing in circulation. Our August edition we know now will show a net figure of about 2,300,000 copies.

As you know, in 1924 we voluntarily eliminated 185,000 clubbing installment subscriptions. Naturally it took some months to make this up. We have done so now, and for the rest of this year we know we will have a net paid circulation substantially in excess of our guarantee of 2,300,000 gross average monthly.

We are printing 2,450,000 for September, and will print 2,500,000 for October.

Yours very truly,

(Signature) B. A. MACKINNON,  
*Director of Circulation.*

---


PICTORIAL REVIEW has the largest circulation of any magazine selling at 15c, and only slightly less than the Ladies' Home Journal, which sells at 10c.

PICTORIAL REVIEW is the only monthly magazine which, for nearly three years, has had a net paid circulation of over 2,000,000 copies each month. This proves the stability of PICTORIAL REVIEW circulation.


Borders: 24 Point 862, 853, 855, 851 and 857; 6 Point 118, 118 1/4. Matrix Slides: 8 Point 735 and 2 Point 402

## The Adam Series


### of Linotype Borders




24 Point 862




24 Point 850




24 Point 853 and 855




24 Point 851




24 Point 854 and 854a




24 Point 856 and 856a




24 Point 857




24 Point 859




24 Point 860



24 Point 861



24 Point 852 and 852a



24 Point 858

This series can be used with almost any old style face. Write for a copy of the book, *Linotype Decorative Material*, giving a complete showing of Linotype borders.

**Dept. of Linotype Typography**  
 MERGENTHALER LINOTYPE COMPANY  
 461 Eighth Avenue, New York

580.25.8-J

Borders: 862, 856, 859, 860, 857. Matrix Slides: 2 Point 402, 8 Point 736, 5 Point 258

## Fire Can't Burn Up This Business

An Old-Time Manufacturer of Private Brands Relates a Costly Experience That Teaches a Lesson Concerning the Importance of Controlling One's Own Business

**I**F anyone thinks that everything worth saying on the subject of private brands has been said, just listen to this sad story which, by the way, has a happy ending.

A certain company now has millions behind it; but it was started by a young man with only \$500 of capital. It was literally a one-man business. Its founder manufactured a few simple specialties with his own hands, then sold his goods direct to retailers, and made deliveries and attended personally to all details of the business.

Soon, this effort attracted the attention of a jobber who sent for the young man and presented what appeared to be a liberal offer. The proposition was this: The young man was to turn his established trade over to the jobber and manufacture his goods under the jobber's label. In return, he was to accept a contract that would enable him to enlarge his plant, employ three or four assistants, and draw a satisfactory salary.

This relationship seemed to work out profitably. After a while another jobber, and then another, ordered the goods put up under their labels. This sort of development continued rapidly, and in about twelve years the company was the largest of its kind in the country, manufacturing its goods exclusively under jobbers' labels. But let the sales manager, who has been connected with the concern for thirty years, tell his own story in his own way, just as he related it to the Schoolmaster:

"Of course," he said, "hardly a day ever passed that friends didn't tell us that we ought to advertise. But we laughed at them. Our cost

### The Foreigner who votes

while living in a foreign colony—is a good man to sell to in his district.

He is respected by the foreigner who is not naturalized. What *he* does, carries weight with his neighbors.

The names of last Fall's voters of foreign lineage, who live in purely foreign districts in New York City, are available by applying to us.

We have listed the Germans, the Jews and the Italians.

### Frank F. Lisiecki

Established 1890

MULTI-LANGUAGE PRINTING  
TRANSLATING

SALES PROMOTION

9-15 Murray St. New York  
Phone Barclay 6570

## Unusual Sales Opportunities FOR

Pipe and Reed Organs, Organ Blowers, Pianos, Piano Benches, Piano Music, Chimes, Radio Outfits, Talking Machines, Hymns and Service Books—Anthem Collections, Hymn Boards, Choir Stalls, Book Racks, Music Publishers, etc.

60,000,000 American Church Members Pay well for good church music.

The October issue of

## The EXPOSITOR

Will go directly to 20,000 church BUYERS.

and will be a

SPECIAL CHURCH MUSIC  
NUMBER

at about 3/10 cent per prospective purchaser.

## The EXPOSITOR

701-710 Caxton Bldg.

Cleveland, Ohio

New York  
17 W. 42nd St.

Chicago  
37 S. Wabash

---



---

# 1,404,401

## Guaranteed Circulation

### Reaching 4 million readers in the Southern States

The strong influence of religious publications in the Southern Home is a well-recognized fact, and more than 4,000,000 members of the Methodist, Presbyterian and Baptist churches in the South present a highly fertile and virgin field for

## National Advertisers

General Publicity is what you need in the South. You will not find any other group of publications that furnish you such a well distributed circulation. Over 1,400,000 reaching every Southern State, and rapidly increasing.

#### Our list includes—

4 Monthlies - -	486,582
3 Quarterlies -	537,656
3 Young People's Weeklies—	225,959
14 Official Church Weeklies—	154,204

---

1,404,401

The advertising space in these publications is limited. Now is the time to place them on your list for 1925 business.

These papers all listed in "Rates and Information on the Religious Press," by The Philip Ritter Company, Inc., New York and Standard Rate and Data Service.

#### Special Representative for Weekly Papers—

**ROBT. M. HARVEY**  
17 West 42nd Street, New York

**Lamar & Barton, Publishers**  
810 Broadway, Nashville, Tenn.

"We Cover the South"

---



---

of selling was comparatively nothing. Almost every year we had to enlarge the plant. If we had advertised our goods under our own labels, we would have been competing directly with our trade and making a casualty of the gold-producing goose. No! We much preferred to accept a small but certain profit on a large volume, while manufacturing others' goods. Plainly, we would have been darned fools to advertise."

Then something happened. At this point the sales manager's voice grew halting and husky, and perhaps it is best for us to take back the thread of his confession. The entire plant burned down with a large part of the city in which the company is located.

Before the fire was out, the young man, now much older, and his associates began planning for a new and better business. Strangely, however, they found it difficult to rebuild. Real estate agents inquired as to the amount of insurance and advised delay until the money was available. Bankers shook their heads and suggested that the requested loan be pared down and secured by endorsement.

Not a customer remained. Every jobber who had bought the goods was now buying the same goods, under the same old labels, from other manufacturers. And the company realized that not only their plant, but their entire business had been consumed.

"Eventually," the sales manager continued in a steadier voice, "we got going again. But we started out differently. We put up our old goods only under our own exclusive labels, and just as soon as we had shipped our products across a State line we applied for registration of our trade-marks. Did we advertise? I'll say we did.

"Within about five years we were as big as we ever were. Since then, we've doubled our volume twice and then some. Our important brands are not only nationally advertised, but internationally known. And now we've got something besides physical assets.

"Fire can burn us up again. A



THE Harvey Spring & Forging Company, Racine, Wisconsin, make automobile springs, oilers for springs, and a new bumper for automobiles; and some other things.

Whatever Harvey makes is as good in quality as the best scientific knowledge and the most efficient equipment can produce; Harvey is that kind of a man.

We are his advertising helpers; the business is growing very fast.

## Williams & Cunnyingham

*Whose business is the study and  
execution of good advertising*



SIX NORTH MICHIGAN AVENUE / CHICAGO

cyclone can pull us up by the roots and scatter us all over the face of the earth. Or an earthquake can shake us down. But it will make no difference. Nothing can harm our business now but our own foolishness and bad judgment. It's possible to wipe our plant out of existence tomorrow; but you can't take away from us the invaluable fact that people all over this and several other countries are calling for our goods by trade-marked and advertised names.

"Regardless of what happens, on that fact we could rent any vacant building in this town and the owner would be eager to let us have it, or we could build a new factory. On that fact alone, we could buy any amount of materials and machinery, and borrow all the money we wanted, if we didn't have a cent or a single package of goods. Let me tell you, we learned our lesson. And we built solidly the second time."

#### With Buffalo Agency

Leon A. Haynes has joined the Walz Advertising Agency, Inc., Buffalo, N. Y., as a copy and contact man.

#### N. A. Considine Awarded Consular Appointment

Norbert A. Considine, president of the Paper House of Pennsylvania, Philadelphia, has been appointed vice consul for the Republic of Finland in Philadelphia. The appointment has been approved by Secretary of State Kellogg, and was based upon Mr. Considine's long business connection with the pulp and paper industry of Finland.

#### Andrew Coburn with Kling-Gibson Agency

Andrew Coburn, who has been with Williams & Cunningham, Inc., for the last five years both in the New York and Chicago offices, has joined the Kling-Gibson Company, Chicago advertising agency. Mr. Coburn was vice-president of William & Cunningham. He also was formerly with the Wm. H. Rankin Company.

#### Belding Brothers Sales Increase for June

Belding Brothers & Company, New York manufacturers of sewing silks, report that June sales for this year were 26 per cent ahead of those of June, 1924. The sales volume for the first half of the current year showed a 20 per cent increase over the same period last year.

## York County, Penna.

Wages in manufacturing plants alone in York County in 1924 were \$22,199,800.00.

1. Two-thirds of the personal property tax of the county comes from outside its largest city.
2. York is the 14th county in the United States in agricultural wealth.
3. Second county in Pennsylvania in farm owned cars.



## York, Pa., Gazette and Daily

(Covers the whole field completely and intensively)

HOWLAND AND HOWLAND

National Representatives

NEW YORK

393 Seventh Avenue

CHICAGO

360 North Michigan Avenue





*The*  
**Twelfth Convention**  
*of the*

**·A·B·C·**

(AUDIT BUREAU OF CIRCULATIONS)

*will be held at the*

**Hotel LaSalle**  
**Chicago**

**October 15<sup>th</sup> & 16<sup>th</sup>**

NINETEEN · TWENTY · FIVE

*The* **DINNER**

*NIGHT OF OCTOBER, 16<sup>th</sup>*

*will be at the*

**Hotel LaSalle**

*Make your reservations early*



**"In the five year period 1920 to 1925, the South built slightly more than 50% of the new railroad mileage of the country. Southern railways are handling larger tonnages and showing greater returns than ever before in their history."**

**—The Magazine of Wall Street.**

That is only a part of the story. During the two year period 1921 to 1923, Southern manufactures increased 38% while the increase for the entire country was 28%.

In the last five years 90% of the new cotton mills have been built in the South.

Such items indicate why the Southern industrial field is such an **active market for power plant equipment.**

For 20 years SOUTHERN ENGINEER has served the men responsible for power development and maintenance in the Southern states. It therefore affords you the most direct contact with the buyers of power plant equipment in all Southern Industries. 20,000 circulation. Member ABC and ABP.

**W. R. C. SMITH PUBLISHING COMPANY  
ATLANTA, GA.**

*Publishers of*

**Southern Engineer**

**Cotton**

**Electrical South**

**Southern Automotive Dealer**

**Southern Hardware & Implement Journal**

## How Gordon-Van Tine Determines What Advertising Will Do

(Continued from page 8)

same time greatly increase our turnover. At one of our plants we are now averaging more than ten turnovers a year, which is quite remarkable in the lumber business."

If advertising can produce definitely and cleanly for Gordon-Van Tine in the ways set forth by Mr. Wilkinson, the matter of future growth and development is something that can be looked forward to with certainty. If the company knows what a given outlay in advertising will produce at a specified time, it can look ahead and plan its development with precision. Plainly, with all the premises so firmly established, the increasing of sales from any given time on becomes a matter of added advertising volume to the end that more and still more people shall be induced to send for the catalogue.

At this point an interesting question comes up. These things being so, why should not the company double, triple, or quadruple its present advertising outlay and then be able to look forward, within three years, to a corresponding growth in sales?

It is entirely conceivable that Gordon-Van Tine could borrow a million dollars—or use its own money if it had that much in its cash reserve—and add it to its already large advertising outlay. Without a doubt, other things being equal, it would uncover interested prospects in due proportion. But it is just as conceivable that in trying to take care of this deluge of additional business the company might go broke.

Advertising is absolutely and positively not a force to be employed in bringing in the highest possible sales volume. Many advertisers seem to be proceeding on the theory that it is. But it is not.

Advertising, as the Gordon-Van Tine firm has so well ascer-

tained, is rather something to be used in enabling a firm to employ to the fullest capacity its present capital investment and manufacturing and distributing facilities.

There is a vast difference between the two—the difference, indeed, between success and failure.

The mere getting of volume, as **PRINTERS' INK** has repeatedly stated, is not enough. Gordon-Van Tine gets enough business during the first year's advertising to pay for the outlay. The profit on the business, therefore, that is brought in during the second and third years from that outlay is net.

On the same basis there is, of course, a place in its manufacturing and selling program where all its overhead has been paid. Every dollar's worth of business it can force in above that figure (up to the limit of its capacity but *not* beyond it) is likewise net profit.

But suppose the company overshoots the mark in advertising outlay this year to the extent that it brings in more business than it can take care of with its present facilities? Suppose, even, the surplus business is for only a nominal amount, say \$100,000? To fill the extra sales an emergency expansion in manufacturing and distributing facilities is necessary.

Right here the extra \$100,000 volume becomes a liability. Not enough profit can be gained from the additional volume to justify the outlay. At any rate, this extra business would pull down the pure cream profit the company gains from working fully up to, but not above, capacity.

Healthfully expanding businesses do not grow through a constant succession of radical increases in producing and distributing facilities. For then there is a never-ending drag on the net profit. Rather, they grow in jumps of perhaps five or ten years. There are few businesses, indeed, working wholly up to capacity. It is remarkable how much additional selling and distributing can be squeezed in.

Some firms, of which Gordon-Van Tine is one, practically take care of sizable year-by-year in-

## Three Bags in One!

Brief  
Case—  
Traveling  
Bag—  
Sample  
Case



Here is the new Business "SturdiCase" that enables you to travel "light" and comfortably. Travelers who carry it say it is one of the greatest improvements in luggage ever made, for it enables you to carry your clothes and papers in compact space.

**Genuine COWHIDE**—thick, tough, flexible, 5½-oz. leather. Bottom strong and rigid; reinforced with fibre board. Case stands firm on five **SOLID BRASS** feet—can't fall over. All-around handle straps support weight from bottom. Smooth hand protector means comfort in carrying.

**Fits under Pullman Berth**—or in rear deck of roadster. Outside measurements are: 16 in. long; 11½ in. high; 5½ in. wide. Two attractive colors: Dark Mahogany Brown, or Deep Rich Black.

### Introductory Price.

Men who use "SturdiCase" write us it is worth much more. But to acquaint you with our luggage line we offer it, for a limited time, at only \$14.75.

**\$14.75**

**6 Roomy Pockets.** Diagram shows ingenious arrangement. Flexible partitions, (C), (C), are loose at bottom, permitting change of width of pockets (D), (D), (D), to suit your own needs. Long pocket (A) has partition fastened to hold drawings, layouts, reports and other papers. Two small pockets (B), (B), for toilet articles, envelopes, etc.



### TEN DAYS' FREE TRIAL

Just mail coupon. We'll send you a "SturdiCase" at our risk and our expense. If you agree it's a real bargain, keep it and send us \$14.75. If not, send it back in 10 days. Direct Method Co., Gifford Smith, Pres. Warren, Pa.

### JUST MAIL COUPON

**DIRECT METHOD CO., Warren, Pa.**

Send me a "SturdiCase" on approval, with no expense to me and no obligation to buy. Within 10 days, I'll return case or mail you the low price of \$14.75.

Mahogany Brown Rich Black  
(Which color?)

Name.....

Street  
& No.....

City &  
State.....

Enclose your business card  
or company letterhead.

M-51

creases without building bigger plants or taking on more employees. It is done by effecting economies, bringing about quicker turnover and securing more efficiency in operation. In the case of this company, as we already have seen, the increase has been handled with fewer people and with much less capital tied up in merchandise.

But, after a business has been going along as Gordon-Van Tine is going now; when it sees exactly what its advertising can do; when it contemplates the bigness of its field, it eventually sees its way clear to make its plants or mills larger and to base the whole selling scheme on a much more comprehensive program. It utilizes its cash reserve, if it has any, or borrows money to pay for the expansion and to increase its working capital.

Then is the time for a radical branching out in its advertising for one of the periodical jumps ahead that can come when conditions are right. But it may be five or even ten years before the enlarged plant can be made to work up to capacity. When all the efficiencies and economies can be introduced, then the thing can be made to pay the same kind of pure cream net profit that was obtained under the old dispensation, but more of it.

"We are satisfied with a yearly increase of 10 per cent in sales volume," says Mr. Wilkinson. "And this, of course, means a much greater proportionate increase in profits. The larger profit comes because the added volume, squeezed into our present manufacturing and selling plan, is practically net. We could get a much greater added yearly volume if we wanted to. But this could easily become a liability."

The big benefit of advertising, the way it is administered by Gordon-Van Tine, is that it can be employed to meet and control any unforeseen conditions that may arise. Things may be going along in good shape with the firm making a satisfactory net profit and with the advertising yielding fully

# BOSTON AMERICAN

A HOME PAPER FOR THE PEOPLE WHO THINK

Now **2c**

*At 3¢ — Largest Evening  
Circulation in New England*  
**Draw Your Own Conclusions!**

---

# Sales Executive Wanted

A manufacturer of food products doing an annual business of several million dollars, has an opening for an experienced sales executive.

This man must have a thorough knowledge of merchandising, advertising and management. He must be capable of taking charge of the entire sales department.

The company has been unusually successful; is in splendid financial condition, and its sales have doubled in the past two years.

There is a real opportunity here for a man who can qualify. Applications will be held in strict confidence. We can only consider those who give complete details of experience, present connections, salary expected and personal qualifications.

Address "F.," Box 73, care of Printers' Ink.

up to expectancy. But an analysis may reveal that the concern can, by stretching things a bit, handle a certain amount of additional business within its present limits. In other words, it is not working as near to capacity as it might. What shall be done?

A situation of this kind developed in the Gordon-Van Tine business early this year. It was decided that a certain amount of extra advertising should be put out to increase the sales volume to the desired figure without going beyond it.

How large should the outlay be?

Through a careful balancing of percentages, in the light of past performances of first year advertising in the way of business gained, it was ascertained that \$50,000 would be the right amount to expend in new mediums.

At the end of this year, unless all precedents are wrong, this \$50,000 advertising outlay will bring in enough business to push the 1925 volume up to the desired gross figure. But it will not pay any net profit—very little anyway. However, it will pay for itself, and the business it brings in next year will be all net. In other words the company, seeing the need for more business to bring its production and sales up to capacity, advertises for it this year and gets it on a no-profit basis. It gets it next year, *with* a profit, if the advertising is kept up.

## HOW NEW MEDIUMS ARE TESTED

When a new medium is added to the list it is on trial for a year. If it brings in during that time enough gross profit to pay for what it cost, then it becomes one of the family. It is accepted in full membership, the company being satisfied that it will produce 60 per cent the second year and 40 per cent the third. After a medium has been used in this way the company feels it has made an investment in the medium that would be lost if the advertising should be cancelled. The cumulative principle works here as well as in the necessity of keeping an advertising effort continuous. The

# Leaders of Industry-

## What Lies Behind Their Success?

First they determine what facts the industrial buyer wants. Then they give the buyer these facts—in advertising and selling.

The industrial buyer demands PERFORMANCE FACTS. He wants to know WHAT YOUR PRODUCT WILL DO rather than HOW IT IS MADE. This is proved by the investigation of industry's buying habits made for McGraw-Hill Co. by Ernst & Ernst.

If you don't give the buyer the facts he wants, your competitor will—and the manufacturer who uses performance facts gets the business.

NIELSEN SURVEYS, at nominal cost, will give you certified, unbiased facts that will increase your sales and make your advertising more effective. Repeat sales of over 70% prove that NIELSEN SURVEYS get results; here are a few examples—

A manufacturer of textile machinery raised direct mail returns to 20% and increased sales 44.4% in less than twelve months.

A machine tool manufacturer increased advertising inquiries 700%.

Salesmen for a power plant specialty recently credited eighteen sales, totaling \$18,000.00, to the use of NIELSEN SURVEYS.



### A few of Industry's Leaders Who Use Nielsen Surveys:

Armstrong Cork & Insulation Company.  
De Laval Separator Co.  
Harbison-Walker Refractories Co.  
International Nickel Company.  
Link-Belt Company.  
Proctor & Schwartz, Inc.  
SKF Industries, Inc.  
B. F. Sturtevant Company.  
Republic Flow Meters Co.  
Mack-International Motor Truck Corp.  
Underwood Typewriter Co.  
Joseph T. Ryerson & Son, Inc.

**Write for complete information and sample survey**

**A. C. NIELSEN COMPANY**

111 W. Monroe St. : Chicago

New York

Cleveland

# NIELSEN SURVEYS

CERTIFIED PERFORMANCE

# Concrete

and

## BUILDING MATERIALS

*A Magazine for the Dealer*

will hereafter be published in Chicago by the Concrete Publishing Company, a new corporation formed for that purpose with E. E. Haight as President, Fred D. Porter, Treasurer, and John C. Langtry, Secretary.

Mr. Haight has been associated with The Class Journal Company in Chicago for nearly eighteen years in immediate charge of MOTOR AGE.

Mr. Porter, formerly publisher of the NATIONAL BUILDER, has been for many years the publisher of BUILDINGS AND BUILDING MANAGEMENT and the NATIONAL REAL ESTATE JOURNAL.

Mr. Langtry is Vice-president of the Porter-Langtry Company and the Porter-Bede-Langtry Company and editor of BUILDINGS AND BUILDING MANAGEMENT.

The editorial policy of both CONCRETE and BUILDING MATERIALS will continue the same as in the past. The new publishers plan to make use of Chicago's exceptional publishing facilities to make two good business publications even better.

The August numbers will be issued from Chicago.

### CONCRETE PUBLISHING CO.

139 North Clark Street, Chicago



company feels it builds up a certain clientele among the readers of a publication and that this is an asset constantly growing in value on the cumulative basis, as it is nourished and cultivated by subsequent advertising.

When an inquiry comes in, the name is at once entered on a 3 x 5 card which also contains the printed matter that is sent and the date of its sending. On the back of the card is space for entering the subsequent orders that may be received from the inquiry. This card is a handy and permanent record of all that individual customer's dealings with the house. It is filed and becomes one of many thousands similarly handled. These cards constitute Gordon-Van Tine's mailing list and working data and as such is one of its biggest assets.

The records of the inquiries received and business yielded from

the various publications employed are kept on a form 8½ x 13 inches in size.

On the front of the form is space sufficient for keeping a year's record month-by-month and week-by-week of all the inquiries received and the total expenditures in the medium up to date.

On the back is space for recapitulating the inquiries for each day of each month and also recording each day's sales.

At the end of the year the form is an accurate record of just what the medium has accomplished in the way of inquiries and business and how much the advertising has cost. It is upon the data revealed by these records which are on file for a number of years back that the Gordon-Van Tine Company bases its present method of knowing what its advertising is going to do and for planning its business accordingly.

## Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

# Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



## CANADIAN ADVERTISING



CALL IN

## SMITH, DENNE & MOORE

LIMITED.

TORONTO—92 Adelaide Street West

## "Frenzied Merchandising" Strikes the Keynote

JOHNSON & JOHNSON,  
NEW BRUNSWICK, N. J., JULY 30, 1925.  
*Editor of PRINTERS' INK:*

Permit me to state that I have read most carefully every line in the article entitled: "Frenzied Merchandising" which appears in *PRINTERS' INK* of July 30 and heartily endorse it. You have struck the keynote that contributes more to demoralization from the standpoint of manufacturers, wholesale and retail druggists than anything else.

What you say in regard to advertised articles is precisely true. The company with which I am connected has expended large sums to advertise a definite article, and through the demoralization that follows the practice of cutting, we reached a condition whereby in self-defense, and without consulting anyone, except our own interests, we were compelled to issue to the drug trade of this country, a circular letter outlining our policy.

Paying for window space and consigned goods are a menace to any industry, and you cannot do better work in behalf of the honest drug merchants of today than to continue the work now so ably undertaken by you.

A re-reading of the article in question does not permit me to dot an "i" or cross a "t". It is well written and every point therein plainly established. I congratulate the writer whoever he may be.

JOHNSON & JOHNSON,  
FRANK R. JONES,  
*Vice-president.*

## Chicago to Have a Week of Advertising Meetings

The twelfth annual convention of the Audit Bureau of Circulations will be held in Chicago on October 15 and 16 at the Hotel La Salle, divisional meetings taking place, as usual, on the first day and the general session and annual dinner on the second day. On October 15 the Western Council of the American Association of Advertising Agencies will have the publishers attending the conventions in Chicago that week as their guests at a luncheon. Other organizations which have arranged conventions at Chicago for the week of October 11 are the Associated Business Papers, Inland Daily Press, Agricultural Publishers Association and a group of foreign language publishers interested in audited circulations.

## Joins Chicago "Journal of Commerce" Staff

Chester H. Jones has joined the advertising department of the Chicago *Journal of Commerce*. He was recently business manager of *Chemical & Metallurgical Engineering*.

## Pierce-Arrow Profits Increase

The Pierce-Arrow Company, Buffalo, N. Y., reports a net income, after charges, of \$364,714 for the three months ended June 30. This contrasts with \$209,416 reported for the first quarter of 1925.

# Now!

## Open for a connection

- ¶ A prolific and fast writer of pulling copy.
- ¶ Exceptional at visualizing and layouts.
- ¶ A mature and experienced formulator of merchandising and advertising plans.
- ¶ Can sell advertising, and direct sales staffs for clients.
- ¶ Long experience in agency, magazine and newspaper field, having worked on a number of large well-known accounts.
- ¶ Open for immediate connection.
- ¶ Will furnish unquestioned proof of ability—want a future, not a job.
- ¶ Age 38. College graduate.

Address "O," Box 221, c/o Printers' Ink  
185 Madison Ave., New York City

EUGENE C. MILES

*announces*

*the opening of office at*

51 East 42<sup>nd</sup> Street

New York

*for the Eastern Representation of*

CLASS, TECHNICAL

AND

TRADE MAGAZINES



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, News Editor

## EDITORIAL STAFF

C. B. Larrabee Roland Cole  
E. B. Weiss Bernard A. Grimes  
Thomas F. Walsh

James H. Collins, Special Contributor  
A. H. Deute, Special Contributor

Chicago: G. A. Nichols  
D. M. Hubbard  
Russell H. Barker

Washington: James True  
London: Thomas Russell

NEW YORK, AUGUST 6, 1925

## An Unusual Opportunity for Advertising

The recently announced plan of the American Federation of Labor to enter the life insurance field and the views of the men selected to start it, bring up interesting possibilities. It is announced that an agency force composed largely of the officers of various unions and others affiliated with trade unions, who will be paid for their services, is to be relied upon at the start to sell the insurance.

Matthew Woll, vice-president of the American Federation of Labor, prime mover in the plans for the Union Life Insurance Company, states that the company will

divide with its policyholders all savings which accrue from the business when it is started. In other features this new plan of the unions resembles the union banking methods which have proved so successful. The banking venture of labor has been made successful, according to statements of those most prominently allied with it, partly because of the co-operation of business men with no union affiliations, and to the progressive policies adopted. The Federation Bank of New York and other union banks have done some unusual and effective advertising in simple, believable style.

The Union Life Insurance Company has a great opportunity to advertise in an interesting and effective manner. With the example of the Metropolitan Life Insurance Company to guide it along broadly constructive and humanitarian lines, with the undoubted need which the unions have always faced for a better public understanding, and with the innumerable incidents which will lend themselves to human copy angles, this newcomer in the insurance field has all the makings of a successful advertiser.

Matthew Woll, its chief sponsor, is known as one of the most progressive and intelligent men in the labor movement. He has long been interested in advertising as a constructive force for better understanding. He has many friends in advertising circles who can give him constructive help and advice.

It is to be hoped that the Union Life Insurance Company will take full advantage of the unusual opportunity which thus presents itself.

## Cash Car Sales Increase

A report noted in several of the automotive trade journals that cash sales of cars so far reported this year from many sections of the country show an increase over last year, as compared with time payment sales, is being variously interpreted in the trade. One

view is that time payment sales are not being pushed as vigorously as they should be, and the other is that the public is coming to recognize that credit accommodation costs money and that many buyers who normally would have bought on the instalment plan decided to buy for cash.

It would be rash to preach a homily from so slender a text. One fact may be noted, however. There has been no diminution in the number of automobile finance companies since the first of the present year nor any tightening up of instalment terms. On the other hand, instances have been recorded of increased liberality of terms, the most notable instance of which is the new Ford plan which was first adopted as an experiment in Detroit about three months ago, and has since been extended to some other cities. Under this plan, Ford cars may be possessed upon down payments ranging from \$12.40 upward. This new financing plan of Ford's, one well-known finance company in the automobile field asserts, is a trend toward unsound financing, because weaker finance companies will, under the pressure of the credit forcing process, tend to waive the two-endorser requirement, which is the feature of the Ford plan.

Moreover, the finance company referred to explains the increase in cash sales of cars in these words: "It would appear that the cash market is absorbing available deliveries of the types (of cars) most in demand and that the time buyer—the mainstay of the business over the long swing—is not being cultivated, as he must be if future volume is to be maintained."

Views on the situation, therefore, appear to be contradictory. The fact that cash sales of cars have increased is admitted by all, so the inference would seem to be that if financing schemes like Ford's are resulting in increased sales and there is a tendency toward the use of more financing plans like Ford's, and still others on more liberal terms, then the

loss in sales must be on sales made on the ordinary terms of credit—30, 60 and 90 days—and on the approved instalment plan of one-third down and the balance in ten months.

That being so—and the facts seem to squint that way—the deduction is inevitable. Competition on credit terms, like every form of price competition, is demoralizing. The only sound way to sell an article of merchandise is to sell it on its merits. If it can't be sold that way, there is no reliable and enduring market for it.

**The Separate Selling Company** Ever since the decision of the United States Supreme Court in the case of the Alpha Portland Cement Company vs. the Commonwealth of Massachusetts, we have been wondering if it would have any effect on the establishing of sales companies.

This case in substance concerned the right of a State to tax an outside corporation doing business in a State. Massachusetts has a law that levies an excise for the right to do business in the State. "The tax," in the language of one of the officials of the State, "is measured solely by the property and net income fairly attributable to the business done within the State."

The Supreme Court decided that this law is unconstitutional. And when it did so many manufacturers throughout the country, who have been following the case, breathed a sigh of relief. The menace of a State taxing the sales of foreign corporations always hangs over business. Legislation of this kind is constantly being proposed.

We doubt very much, however, if the decision regarding the Massachusetts law disposes of the menace. The decision, of course, concerns only the Massachusetts law and disposes of only one special phase of the question. The right of the States to levy in some other way on foreign corporations operating in their borders still remains.

It is, therefore, likely that the tendency of manufacturers to establish separate selling corporations, through which their interstate business is carried on, will continue. There are many reasons for the existence of the separate sales corporation, but perhaps the principal reason has to do with this question of taxation. As a rule, these sales companies are capitalized for nominal amounts, whereas the parent company may have a huge capitalization. When a business is operating in all States, the difference in the tax rate alone would justify the existence of a separate selling company.

### **Loading Is Losing Its Taint**

Ideas relating to selling, once they take root, die hard. Working methods and practices seem often to be flexible. At least, they succeed in moving obstacles aside, but dogmas frequently cling to management long after they should retain any trace of plausibility.

One of the doctrines which has long borne a taint is the practice on the part of manufacturers of "loading" the dealer. Loading the dealer used to mean hypnotizing him. It stood for a bigger stock of merchandise than he could hope to sell. It meant trickery and deception frequently, and as such it was rightly condemned.

The old situation has changed, for obvious reasons. In the first place, it was not a profitable practice in the long run. Secondly, retailers have unquestionably become better merchants in a great number of cases. They have heard a lot of talk in recent years about turnover and manufacturers' spot stocks and they have remembered some of it. Never an easy task, it is nowadays next to impossible to sell a retail merchant a stock of goods so big and so unsalable that he will have to wait unduly for his profits or perhaps go without them entirely. The new competition among manufacturers has pretty completely eliminated the old practice of over-stocking retail outlets.

Loading the dealer today consists in finding out as accurately as possible how much merchandise the dealer can sell, in a given period, selling him that amount and helping him to move it out of his store into the hands of consumers. The objective is no longer to profit at the dealer's expense but rather to keep competitive brands on the defensive. Manufacturers more and more, it appears, are taking the view which is summarized by one important national advertiser as follows: "I do not intend to be content with a share of the retailer's business. I want it all. My share of his business in the lines which I manufacture and advertise is all of his business in those lines if I can get it. My salesmen are rapidly graduating from order clerks into merchandisers. They are studying potentials. They are learning how to help and service dealers and they are spreading the idea that it is easier for a dealer to know one brand and push it at a profit than to scatter his efforts. We have no thought of sticking anyone with merchandise that won't sell. It is suicide. Loading today is selling the dealer so thoroughly on your goods and your advertising that he can see an advantage in dropping competing brands."

That view seems to be gaining ground and it must be reckoned with. It puts a pretty heavy penalty on the inefficient and non-advertising manufacturer but at least there is no evidence of trickery or unfairness inherent in the idea. To the manufacturer who is building value into his product and advertising it well it offers one means of multiplying his sales. In the field of candy, kitchen cabinets and biscuits, for example, it has produced carload orders where buying seemed to be moribund.

### **American Safety Razor Profits Gain**

The American Safety Razor Company, Brooklyn, N. Y., Eveready and Gem safety razors, reports net profits, after charges, of \$547,428 for the six months ended June 30. This compares with \$530,251 for the same period in 1924.

The October issue of BOYS' LIFE, The Boy Scouts' Magazine, will close on August 25th.

Many of the advertisers who use BOYS' LIFE year after year for Christmas business start their advertising in the October issue.

It is none too early to get *your* Christmas advertising under way.

**BOYS' LIFE**  
THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue  
New York, N. Y.

Lincoln Building  
Los Angeles, Cal.

37 So. Wabash Avenue  
Chicago, Ill.

154 of a series showing effective coverage of national advertisers

# THE B.F. GOODRICH RUBBER COMPANY

[Expenditures in 1924]

Newspaper advertising

**\$700,000\***

Magazine advertising

**\$217,725\*\***

Farm paper advertising

**\$71,526\*\*\***

Goodrich Rubber Company individuals  
who are readers of *Printers' Ink*  
and *Printers' Ink Monthly*

NAME	TITLE	WEEKLY	MONTHLY
W. O. Rutherford,	<i>Vice-Pres. &amp; Mgr. of Sales</i>	Yes	Yes
H. M. Bacon,	<i>Manager Branch Operations</i>	"	
W. A. Johnson,	<i>Merchandising Manager</i>	"	
H. C. Miller,	<i>Asst. Gen. Sales Manager</i>	"	
R. M. McPeake,	<i>Asst. Diamond Mech. Sales Mgr.</i>	"	
L. A. McQueen,	<i>Advertising Manager</i>	"	Yes
C. P. Ufford,	<i>Mgr. Stock Regulation</i>	"	
R. M. Pierson	<i>Patent Attorney</i>	"	
L. H. Butler,	<i>Advertising Department</i>	"	
F. T. Tucker,	<i>Advertising Department</i>	"	Yes
F. T. Moore,	<i>District Manager (Boston)</i>	"	
C. L. Campbell,	<i>Branch Manager (Kansas City)</i>	"	
C. B. McNeely,	<i>Operating Manager (Chicago)</i>	"	

\*Compiled by Bureau of Advertising of the American Newspaper Publishers Association

\*\*Compiled by the Crowell Publishing Company

\*\*\*Compiled by Agricultural Publishers Association



*Second of the 25 most important sources of national advertising*

# Toilet goods advertisers

During 1924 toilet goods advertisers bought \$9,662,001\* advertising in thirty-five national periodicals and farm papers. Of this total 98.09% was used by the following subscribers to the Printers' Ink Publications:

American Hard Rubber Co.  
American Products Co.  
Armand Co.  
Barbasol Co.  
Bauer & Black  
A. Bourjois & Co., Inc.  
Bristol-Myers Co.  
Chesebrough Mfg. Co.  
Colgate & Co.  
Coty, Inc.  
Daggett & Ramsdell  
E. I. DuPont De Nemours & Co.  
Faultless Rubber Co.  
Fiberloid Corporation  
Frostilla Co.  
Fuller Brush Co.  
Gleimby's Sons, S.  
Martha Mathilda Harper  
A. S. Hinds Co.  
Houbigant, Inc.  
Hygeia Nursing Bottle Co.  
Andrew Jergens Co.  
Johnson & Johnson  
Jean Jordeau, Inc.  
Kress & Owen Co.  
Lambert Pharmacal Co.  
Lehn & Fink, Inc.  
Ben Levy Co.  
Luxor Ltd.  
I. W. Lyon & Sons, Inc.  
Mennen Co.  
Mum Manufacturing Co.  
Newskin Co.  
Norwich Pharmacal Co.

Odorono Co.  
Owens Bottle Co.  
Packer Manufacturing Co.  
Palmolive Co.  
Pepsodent Co.  
Ed Pinaud  
L. T. Piver, Inc.  
Pompeian Company  
Ponds Extract Co.  
Prophy-lac-tic Brush Co.  
Pryde-Wynn Co.  
V. Rigaud (Geo. Borgfeldt & Co.)  
Roger and Gallet  
Rubberset Co.  
Sempray Jouvenay Co.  
Alfred H. Smith Co.  
E. R. Squibb & Sons  
Standard Laboratories, Inc.  
Standard Oil Co. of New Jersey  
Frederick Stearns & Co.  
United Drug Co.  
U. S. Industrial Alcohol Co.  
United Toilet Goods Co.  
Van Ess Laboratories, Inc.  
A. A. Vantine, Inc.  
Vauv Co.  
V. Vivadou  
Northam Warren Corp.  
R. L. Watkins Co.  
Western Co.  
John L. Whiting-J. J. Adams Co.  
Wildroot Co., Inc.  
J. B. Williams Co.  
Zonite Products Co.

Have you a message for these important national advertisers? To reach the major executives in these organizations, advertise in the Printers' Ink Publications.

\*Circle Publishing Co. analysis of toilet goods advertising in 35 national periodicals and farm papers during 1924. Consumer advertising in one form of media—newspapers or periodicals—is a pretty good index of the comparative activity of that industry in other forms of advertising.

# Advertising Club News

## Three Clubs Join World Association

Three new clubs have joined the Associated Advertising Clubs of the World. These clubs are at Port Angeles, Wash., Tampa, Fla., and Port Arthur, Texas.

Harry J. Dunham is president of the Port Angeles club, which has eighty-nine members; John C. Martin is president of the Tampa club, with forty-three members, and Harry J. May is president of the Port Arthur club, which has a roster of thirty-two members.

\* \* \*

## Baltimore Club Host to Children

The Advertising Club of Baltimore recently entertained a number of city children with a fresh air outing. The children were taken to an amusement park on street cars which had been chartered by individual members of the club. Each member who paid for a car served as its conductor.

\* \* \*

## Heads Pacific Coast Better Business Bureaus

Robert Mount, manager of the Portland, Oreg., Better Business Bureau, was elected president of the Pacific Coast Better Business Bureau at a meeting of that organization recently held at Seattle, Wash.

\* \* \*

## New York Club to Hold Outing

The Advertising Club of New York will hold an outing on August 20. The members and their friends will go up the Hudson to Indian Point by boat in the morning and return the same way at night.

\* \* \*

## Detroit Club Has Field Day

Members of the Detroit Adcraft Club and their families enjoyed an outing on July 23 as the guests of Willis Ward on his estate at Orchard Lake. A large number of members took part in various events which included swimming, tennis, baseball, golf and horse back riding.

\* \* \*

## Cleveland Club Has New Agency Division

Francis R. Morison has been elected chairman of a new agency division that has been created by the Cleveland Advertising Club. John S. King is vice-chairman, and William Henry Baker is secretary.

\* \* \*

## St. Louis Club to Hold Election

The Advertising Club of St. Louis will elect new officers at its annual meeting which will be held on October 5.

## Publishers Complete Disposal of Surplus War Material

The Associated Business Papers, Inc., which, since the close of the war, has been co-operating with the Government in the disposal of surplus war material, has completed its task. The final step was made with the presentation to the Associated Advertising Clubs of the World of a check for \$408. This check represented the residue in the hands of the surplus property committee appointed by the former organization after concluding nearly five years of free service to the Government.

On the recommendation of this committee the War Department adopted a plan for the disposal of this surplus material. Advertising was to be the main reliance. This required the services of copy writers and as the Government had no appropriations to employ them, the Associated Business Papers arranged to maintain a competent force in Washington. Two members were added to the committee to represent newspapers, who together with other members, donated their services.

All told, the Government invested \$2,100,000 in newspaper and business-paper advertising, which, according to Jesse H. Neal, secretary-treasurer of the Associated Business Papers, Inc., represented approximately  $\frac{1}{2}$  of 1 per cent of the gross returns of \$1,300,000,000 realized from the material sold. The funds for the copy writing work and other expenses were raised through an equitable assessment upon publications receiving copy.

The soundness of the plan, Mr. Neal points out, is plainly evidenced by the fact that it survived without material change through three administrations under two political parties. John W. Weeks, Secretary of War, praising the work of the committee, said: "The results achieved during the period of the committee's existence and co-operation with the War Department are a signal tribute to the power of well-directed advertising."

\* \* \*

## Will Arrange for Meeting of Better Business Commission

Harry W. Riehl, manager of the St. Louis Better Business Bureau, has been appointed chairman of the committee on arrangements for the annual conference of the National Better Business Commission which is to be held at Indianapolis from September 22 to 25.

## Jewel Tea Sales Increase

The Jewel Tea Company, Chicago, reports sales of \$7,447,818 for the first twenty-eight weeks of 1925. This is an increase of 1.9 per cent over the sales for the same period in 1924. For the same weeks this year the average number of sales routes were 1,035, an increase in selling units over those of 1924 of 1.57 per cent.

## Gannett Buys Portland, Me., Papers

Guy P. Gannett, publisher of the Portland, Me., *Press-Herald* and the Waterville, Me., *Sentinel*, has purchased the *Express* and *Sunday Telegram*, both of Portland, from Fred N. Dow and William H. Dow. Mr. Gannett will consolidate the *Sunday Press-Herald* and the *Sunday Telegram*.

The *Express* was established in 1882, and in 1909 took over the *Advertiser*, an evening paper first issued in 1785. The *Press-Herald* is a consolidation of the *Daily Press*, established in 1863, and the *Herald*, started in 1921. The *Herald*, when founded, took over the property of the *Daily Eastern Argus*, established in 1803.

Mr. Gannett will make his future home in Portland. He has made his residence in Augusta, Me., the headquarters of the Gannett Publishing Company, publisher of *Comfort* and the *Maine Farmer*, in addition to the Portland *Press-Herald* and Waterville *Sentinel*.

## New York Suburban Papers Sold

The Mount Vernon, N. Y., *Argus*, and the New Rochelle, N. Y., *Standard-Star*, have been sold by the Westchester Newspapers, Inc., to the Westchester Newspapers Security Company, a holding company of which F. P. Hunter is president. The two papers will be continued. Franklin A. Merriam remains publisher and editor of the *Argus*.

## L. T. Swallow Joins MacManus Agency

L. T. Swallow, formerly advertising manager of the Wayne Tank & Pump Company, Fort Wayne, Ind., has joined MacManus, Incorporated, Detroit advertising agency, as a production executive. He was recently sales manager of the Silent Automatic Burner Corporation.

## Murphysboro, Ill., "Republican Era" Sold

The Murphysboro, Ill., *Republican Era* has been sold by its owners, James A. White, H. D. Tindall and William B. Inman, to Fred M. Rolens. Mr. Rolens is publisher of the Murphysboro *Independent*. The two papers have been merged.

## Death of George F. Wagner

George F. Wagner died last week in Baltimore, aged forty-six. For twenty-six years Mr. Wagner had been associated with The Ault & Wiborg Company, printing and lithographing inks, eleven years as manager of the Baltimore office.

Miss Edna Colladay Pierce has joined the Hicks Advertising Agency, New York, as an account executive.

## H. A. Haworth Returns to McGraw-Hill

H. A. Haworth has returned to the McGraw-Hill Company, Inc., New York, to become associated with the advertising counsellors' staff in its publicity work. He takes over the duties of R. M. Nichols, who has resigned as publicity manager.

Mr. Haworth was detached from the McGraw-Hill Company in 1922 and loaned to the surplus property committee of the Associated Business Papers, Inc., to handle the committee's advertising work for the War Department. More recently he has been with the Whole Grain Wheat Company, Chicago, as advertising manager.

## New Accounts for D. Minard Shaw, Inc.

The Pharo Manufacturing Company, Bethlehem, Pa., manufacturer of the Pharo governor, has placed its advertising account with D. Minard Shaw, Inc., advertising agency, New York.

The Gilroy Sales Clearance, Stamford, Conn., has also placed its advertising account with the Shaw agency. Trade paper, newspaper and direct-mail advertising are being used.

## Globe Sprinkler Sales Increase

The Globe Automatic Sprinkler Company, Philadelphia, reports an increase in sales for the first half of 1925, of 16½ per cent over the corresponding period last year. Net earnings, before taxes, are more than double those of the same period last year. In March a new department was inaugurated for financing the installation of sprinkler equipment, which formerly had been conducted on practically a cash basis, and was found profitable.

## M. D. Straus Advanced by Gray Motors

Milton D. Straus has been appointed assistant to the president of the Gray Manufacturing Company, Detroit, Gray automobiles. He will be in charge of sales, advertising and service for the passenger car division. He has been with the Gray organization since 1921.

## New Paper for Statesville, N. C.

A new newspaper will start publication at Statesville, N. C., on August 10, to be known as the *Evening Ledger*. It will be published daily, except Sundays.

R. S. Pickins is president of the new company. W. D. Turner is vice-president and H. W. Link is secretary-treasurer.

## Appoints Los Angeles Agency

The C. F. Braun Company, manufacturing mechanical engineers, Los Angeles, has placed its advertising account with Smith & Ferris, advertising agency, of that city.

# The Little Schoolmaster's Classroom

IN its latest catalogue the Walworth Manufacturing Company attains the effect of a two-color job with the use of only one color. Through its long experience the company found that the ordinary black-and-white catalogue that is filled with fine print and a lot of figures and specifications is hard on the eyes of those who have to use it steadily, such as bill and order clerks.

In getting up its export catalogue, some time ago, the company overcame this difficulty through the expediency of using a sepia tint block. The idea worked out satisfactorily in the export catalogue. But when the company got around to the matter of getting up a general catalogue, this two-color expedient did not seem practicable. The general catalogue is a huge publication, running up in the present issue to 715 pages and is printed in a large edition. Printing such a book in two colors would not be economical, to say the least.

This obstacle has been vaulted, however, by printing the book in a peculiar shade of brown ink on sepia paper. It is just as effective as the sepia tint block. The only trouble with the arrangement, the company admits, is that the engravings are not so sharply defined as in a black-and-white catalogue. But it is felt that those whose business it is to consult the catalogue daily will appreciate its readability and overlook the fact that the engravings are not quite so sharp.

Another point about this catalogue that interests the Schoolmaster is its number. It is number 83. The last general catalogue which the company issued was number 78. Why the jump? It seems that it is the custom of the company in numbering its catalogues to begin with the year the organization was started—1842. That year is then deducted from the year in which a catalogue is being issued. Since the present

catalogue was put out in 1925, it gets the number 83, which is also the age of the company.

\* \* \*

An example of an unusual use of an encyclopedia for copy purposes has just come to the Schoolmaster. The example is a booklet that the New York Central Railroad got out in conjunction with the Encyclopedia Britannica. This booklet, although of a small and handy size, readily suggests the encyclopedia flavor by its typographical arrangement. The wording on the front shows the manner in which the booklet has been handled. The front page says, first in a headline, "The Greatest Highway in the World," then in three subheads the following: "Historical, Industrial and Descriptive Information of the Towns, Cities and Country passed through between New York and Chicago via the New York Central Lines. Illustrated. Based on the Encyclopedia Britannica."

Acknowledgment to the Encyclopedia Britannica in actual words and in typographical arrangements, the Schoolmaster believes, gives this booklet an appearance of authority that will cause all who receive it either to save and keep it.

\* \* \*

Keeping the sales force enthusiastic and on the job at this time of year is a big enough problem in itself. The Schoolmaster hesitates about adding to the tasks of the force or its manager. Yet no sales manager can afford to pass up an opportunity for picking up and creating new business. When nothing more inviting looms up than calling on the same old prospects, many a salesman is tempted to spend the afternoon shortening his backswing or at the ball park. Consequently midsummer ought to be the season when sales managers scratch hardest to dig up new leads and fresh ideas.

Where will they find them?



## It's worth insuring

**A** PACKAGE that's worth sending is worth insuring. Wrap a North America Coupon with every package. It insures automatically, with no red tape or delay. The stub is your shipping record.

Mail the attached memorandum for information about North America Parcel Post Insurance, Coupon Books and rates.

# Insurance Company of North America

PHILADELPHIA



Founded  
1794

"The Oldest American Fire and Marine Insurance Company"

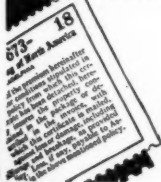
Insurance Company of North America  
Third and Walnut Streets  
Philadelphia, Pa., Dept. W 86

Name .....

Street .....

City ..... State.....

Wants information on Parcel Post Insurance



## WANTED

# Production Man

## EXPERT

by Groesbeck-Hearn, Inc.,  
415 Lexington Avenue, New York

**M**UST take entire charge of mechanical production, ordering plates, typography, some art work, and supervising deliveries to publications. If he can make good pencil layouts which can be submitted to clients, he can have a still more important position at a larger salary. This man must be young, ambitious, on his toes, not easily excited by pressure, and able and willing to work long hours. This is a rapidly-growing and profit-sharing organization with plenty of hard work, but a very pleasant place for the right man and an assured future. Write full details, including salary, age, and experience. Do not call until requested.

## WANTED

### Sign Salesmen to act as Representative

We are looking for a permanent connection in the following territories: Cleveland, Cincinnati, Detroit, Philadelphia, Pittsburgh, Kansas City, New York City, Toledo, Indianapolis, Seattle, Atlanta, Portland, to handle a new type window sign, the fastest selling sign made. This connection can be made a very valuable one to a live man, as we pay liberal commission, and give exclusive territory. Why not cash in on this connection? When writing state names of lines now carried, giving experience and business reference.

Address "Window Sign," Box 226,  
Care of Printers' Ink

They can get them, the Schoolmaster believes, by making use of employees in the business outside their own department. Some of the progressive gas and electric companies are creating a profitable volume of sales from employees who normally never have any contact with the sales department. Similarly the Illinois Central System has decided to ask all employees to help get more freight and passenger business. The Schoolmaster can see no good reason why this idea should not work out in heavy fields other than railroading.

The Illinois Central now inserts a mailing card in each issue of its monthly employee magazine. Each employee is asked to fill out and mail the card when he or she knows of competitive business which this road might obtain for itself. Here are some of the rules which the management asks employees to keep in mind:

Don't bother to send in information about business that the Illinois Central System is bound to handle in any event. Be sure that the shipment or passenger that you are writing about is in some danger of being taken by a competing railroad or some other means of transportation.

Look out also, where possible, for the long haul. Business may neither originate nor terminate on the Illinois Central System and yet be an excellent thing for us by reason of a long haul over our rails.

Inform yourself about your railroad in order to make traffic suggestions as effective as they can be made. Offer too much information rather than too little. Remember that you may be making a friend for the company by introducing him to the possibilities of Illinois Central System service. One shipment or one trip may lead to many.

In maybe nine cases out of ten the personal influence of an employee or\* of a group of employees will sell service to prospective patrons on whom the more scientific arguments of a stranger may have no effect, the Illinois Central management believes. Is there any reason why that does not hold true for other service or for any merchandise? The sales manager who is racking his brain for new ways of getting business and new leads may find the key to more sales right in his own



**Buhl Bldg.  
Detroit**

**T. S. Kiskadden  
Manager  
Smith, Hinchman  
& Grylls, Architects**

## *Are You Selling These Men?*

When the above structure was contemplated the owners, the Buhl Land Co., called upon the Building Planning Service of the National Association of Building Owners and Managers to act in an advisory capacity. The experienced building managers made many valuable recommendations in the plans, materials and equipment. You can sell these men through their business paper **BUILDINGS AND BUILDING MANAGEMENT.**



**PORTER-LANGTRY CO., Publishers**

*Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.*

## LITHOGRAPHED LETTERHEADS

**For \$1.25 PER  
THOUSAND  
COMPLETE**

IN 50M lots; or 25M \$1.50 per M; 12,500 at \$1.75 per M. In black ink on our white Paramount Bond, 20 lb. basis.

A Beautiful, Strong, Snappy Sheet.

No smaller quantities.

**ENVELOPES TO MATCH, \$1.50 PER  
THOUSAND**

Booklet of Engravings on request.

**GEORGE MORRISON CO.**  
425 East 53rd St., N.Y. City. Dept. P  
TELEPHONES PLaza 1874-1875-1518  
Established 1898 Incorporated 1905



## House Organs

We are the producers of some of the oldest and most successful house organs in the country. Edited, printed and mailed in lots of 1000 and up at 5 to 15 cents per name per month. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

**The William Feather Company**  
607 Caxton Building : Cleveland, Ohio

## Advertisement for Sales Promotion Man

An Organization of national prominence, marketing a well-established line of soap specialties through wholesale and retail grocers and chain stores, has unusual opening for a bright, conscientious young man who has had some experience in sales promotion work. The job requires initiative and creative ability and affords an excellent opportunity for advancement. All communications will be treated confidentially.

Address "V.," Box 224, Printers' Ink

organization although in departments which at present may be foreign to him. "Ask 'em to Sell" is just as good a slogan as "Ask 'em to Buy." The organization which is organized from President down to Office Boy to sell is, other things being anywhere near equal, going to open up a big gap between itself and its competitors.

\* \* \*

The Schoolmaster is indebted to A. A. Matthias, manager of the China Advertising Service, Inc., of Shanghai, China, for some interesting information as to the effect of the students' strike on advertising in the land of the Rising Sun.

One of the oldest and most consistent advertisers in China is the British-American Tobacco Company. Since the students' uprising against foreigners is largely centred against the British, this tobacco company was confronted with a delicate situation. It had been advertising Ruby Queen cigarettes for a long time, with the result that they enjoy an immense sale. When the British boycott was declared, however, it did not seem advisable to continue advertising these cigarettes as they have been advertised in the past. The company, therefore, conceived the idea of gradually divesting the advertising of its British identification marks.

Mr. Matthias submits four advertisements to show how this was done. Since the Schoolmaster does not number a knowledge of Chinese among his accomplishments, he is obliged to draw on Mr. Matthias' letter, dated June 19, for an explanation of what these advertisements are about. It seems that it was customary in advertising Ruby Queens to designate them as the "Great English brand." Advertisement Number 1 in the series

## "GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG



# **WANTED:** **Promotion Manager for Boston Newspaper**

## **The Man We Want—**

The man whom we seek to fill this responsible position—with its attractive possibilities—may be working for an advertising agency at the present time; or he may be an advertising manager for some large manufacturer; or the assistant promotion manager on some large newspaper. Actual newspaper experience should be helpful, though it is not absolutely necessary.

## **The Opportunity—**

The man selected for this important job will have no "snap." Big things will be expected of him, but if he "sparks" right and produces, he will have the cooperation of his associates and the encouragement and support of his superiors. He will be given assistance and assistants; and will be afforded every opportunity to "spread his wings," to advance, and to have his salary increased.

## **Responsibilities—**

To organize and develop a complete Promotion Department for a Boston Daily and Sunday Newspaper—coordinating the promotional activities of the Circulation, Display and Classified Departments; and to direct the work of artists, copy writers, and production men.

## **Qualifications—**

Executive ability—imagination—broad vision—ability to make rough lay-outs and write terse, forceful, descriptive copy—capacity for details—diplomacy—tact—and resourcefulness.

## **Salary—**

The man whom we select will be started at not less than \$100 per week—perhaps a little more, depending on the man—and his future will be largely in his own hands. He will not be held back.

In responding, please give such information about yourself as you would desire to receive were you in our position. Address in confidence,

"U.," Box 223, c/o Printers' Ink.

## EVENING HERALD

### LARGEST DAILY CIRCULATION IN THE ENTIRE WEST!

A circulation concentration of  
97% in Los Angeles and  
immediate suburbs!

#### REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,  
6 North Michigan Ave., Chicago, Ill.  
H. W. McIney, 604 Times Bldg., New York  
A. J. Norris Hill, 710 Hearst Bldg., San  
Francisco, Calif.

## American Lumberman

Est. 1873 CHICAGO, ILL. A.B.C.

### COVERS

The Entire  
Lumber Industry.

## Designing & Lettering

*Illuminate YOUR Advertising  
in a Big Town way at a  
Small Town Price.*

*Test Our SERVICE Now*

### Allied Dayton Artists

SCHWIND BLDG. DAYTON, OHIO.

## Mailing Lists

Will help you increase sales

Send for FREE catalog giving  
counts and prices on classified  
names of your best prospective  
customers - National, State  
and Local - Individuals, Pro-  
fessions, Business Concerns.

99% GUARANTEED 5¢ each  
by refund of

ROSS-GOULD CO. 344 N. 10th St. St. Louis

submitted contains this reference. Only the package is shown in the second advertisement. In the third piece of copy the name of the brand has been changed to "Red Tin Brand." The name of the Chinese distributor is also included. The fourth advertisement consists solely of the name of the Chinese distributor. Beside the third advertisement, the newspaper publisher runs a panel to say that the advertisement is run only because the paper is under contract to give it space.

Liggett & Myers have been taking advantage of the boycott to explain that its brands are American. It has been using full pages in the large Chinese dailies to get across that message. Nanyang Bros., which is a tobacco company that is mostly owned and operated by Chinese, is reputed to have contributed \$100,000 to the strike fund through the Chinese Chamber of Commerce and in the meantime is doing a capacity business. It is reported that this donation has been charged to advertising. If this is true, it is significant. It shows that even in far off China business men are disposed to make a beast of burden of the advertising appropriation.

## Electric Account for Waters Agency

The Worcester Electric Supply Company, Worcester, Mass., manufacturer of electric automotive accessories and equipment, has placed its advertising account with the Francis M. Waters Advertising Agency, Inc., Springfield, Mass. A campaign is being planned to market a new product, the Bilt-Rite Electromatic windshield wiper.

## Hercules Powder Reports Larger Net Profits

The Hercules Powder Company, Wilmington, Del., earned a net profit, after all expenses, of \$1,361,666 for the first six months of this year. This compares with \$879,573 for the first half of 1924.

COLOR,  
PERMANENCE AND  
ECONOMY

## PAINTED OUTDOOR ADVERTISING

*We own and maintain Painted Bulletins  
in 137 cities and  
towns of Northern N.E.*

THE KIMBALL SYSTEM

LOWELL - MASS.

## Topics Publishing Company Adds to Staff

T. C. Greeley, formerly vice-president of G. Allen Reeder, Inc., New York, has been made assistant to Aglar Cook, president of Topics Publishing Company, New York, publisher of *Drug Topics*, *Display Topics* and *Drug Jobbers' Salesman*. Mr. Greeley will devote most of his time to *Drug Jobbers' Salesman*.

## Golding Silk Account for Hicks Agency

The Golding Fabrics Corporation, New York, maker of silks and the Bonne Nuit line of silk sheets and pillow-slips, has placed its advertising account with the Hicks Advertising Agency, New York. Magazines, trade papers and newspapers with rotogravure sections will be used in a campaign which is about to start.

## U. S. Hoffman Machinery — Income Gains

The report for the six months ended June 30, of the U. S. Hoffman Machinery Corporation, New York, manufacturer of clothes pressing machines, shows a net income, after charges, of \$576,104. The net income for the same period in 1924 was \$265,450. The profit and loss surplus for this year totaled \$1,805,632.

## Goudey Gum Appoints Glaser & Marks

The Goudey Gum Company, Boston, has appointed Glaser & Marks, Inc., advertising agency, of that city, to direct its advertising. A newspaper campaign is now in preparation on Oh Boy gum to appear in a number of cities after September 1.

## Eaton Axle Income

The Eaton Axle & Spring Company, Cleveland, Ohio, reports a net income of \$405,579 for the six months ended June 30, 1925, after all charges but before Federal taxes.

## Space Salesman:—

We have an opening for a space salesman between the ages of 25 and 35 years who knows construction, business, paper selling and who wants a definite opportunity to earn not an ordinary, but a real income and to progress with the whole organization and take over a branch office. We want an aggressive enthusiast who will think. Please give all information in first letter.

Address "N.," Box 220, Care of Printers' Ink

## If—

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct by-mail booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "R.," Box 23, care of Printers' Ink.

## Sales Executive Available

Thoroughly competent in the organization and direction of a sales staff. Conversant with general advertising and sales promotion. Good personal contact man. Open for a good connection either to sell or to direct a sales department.

Address "W.," Box 225, Printers' Ink

# Cut Folding Costs 90% Baum Automatic Folder

"FASTEST SELLING FOLDER IN AMERICA"

RUSSELL E. BAUM (Bchs. Everywhere) 615 Chestnut St., Philadelphia

# Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25  
First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

### Printing Machinery and Supplies

New and Pre-Used  
**Printers' Complete Outfitters**  
Conner, Fendler & Co., New York City

### CAPITAL WANTED

Trade publication, long established and self-sustaining wants \$25,000 for promotion and expansion; now planning new publication in lucrative field. Box 693, P. I.

### LIST OF GIRLS AND WOMEN, NEW YORK DISTRICT

WILLING TO BUY OUTRIGHT OR TRADE

What have you? Box 689, Printers' Ink.

**An unusual** mail-order opportunity reaching 40,000 of the best consumer-buyers in the United States. The entire cost is only 1c a name, including postage direct to the consumer. John H. Smith Publishing Corporation, 154 Nassau St., New York.

### ARTISTS' REPRESENTATIVE

Well-known artist, specialist in industrial scenes, Railroad, Automobile, Architecture and Steamship, wants representative in New York, Chicago. Man with good agency and studio connections necessary. Box 692, Printers' Ink.

### PRINTING SALESMAN OR BROKER

in touch with New York market can make attractive connection on commission basis with reliable printer in Mid-West, where wage scale and operating costs are 25% under New York rates. Box 702, P. I.

### FOR SALE

One Hoe Perfection Press, prints 2 sides, very good for book work or small size newspaper. Size of bed 33 x 52, printing surface 32 x 50, Crocker-Wheeler 7½ H. P. Motor 875 R. P. M., 230 V. D. C. Sprague Controller and push-button. Electrical equipment in excellent condition. Inquire Box 705, P. I.

### FOR SALE

One Huber Crank Motion 2 Color Printing Press, fly delivery, size of bed 36 x 52, printing surface 36 x 51½, with Sprague 10 H. P. motor, 825 R. P. M., 230 V. D. C. and Cutler-Hammer Controller. Very good for novelty work, match folders, also for printing on one cylinder cutting and creasing on other. Inquire Box 706, Printers' Ink.

**FOR SALE**—Best evening newspaper in California for the price; no competition, either local or metropolitan; fine, growing field; ideal home conditions; present profit 15 per cent on price asked, can easily be increased to 20 per cent. Cash required \$25,000. I personally guarantee this proposition. This is NOT the Santa Ana Daily Register, which is NOT for sale. Address J. P. Baumgartner, Santa Ana, Calif.

## HELP WANTED

**Photo-Engraving Salesman Wanted**—One who can make himself felt and become a factor in our business. The Gill Engraving Company, 140 Fifth Avenue, New York City.

**PRODUCTION MAN**—Portland, Oregon, office of the Honig-Cooper Co., wants a young man who thoroughly understands agency production work. Apply by letter only. Box 709, Printers' Ink.

**WANTED**—Young man as assistant to Publishers' Representative. Experience and acquaintance with advertisers and space buyers in New York City territory essential. State full particulars and address Box 699, Printers' Ink.

**WANTED**—Man of ability, with printing, box making and die making experience, to act as foreman in large manufacturing plant who conduct own printing and carton making establishment. State reference, salary desired and all particulars in first letter. Box 711, P. I.

**ADVERTISING**—Art Department head needs young woman secretary. Must act as traffic manager—file clerk, etc. Splendid opportunity and interesting work. Familiarity with agency routing preferred. Box 713, Printers' Ink.

**Established Trade-Paper** wants experienced Advertising Salesman to work in New York for a few months and then open Chicago office on commission basis. Knowledge of Export desirable, but not essential. Box 688, Printers' Ink.

**ADVERTISING** account executive, manager or solicitor with proved ability to develop profitable business can find a place to his liking with small, growing advertising merchandising Boston agency. Liberal arrangement. Full co-operation. Answer in detail, to be kept confidential. Address Box 690, Printers' Ink.

**ADVERTISING SOLICITOR. GOOD OPENING ON BUSINESS PAPER. PREFERABLY FOR MAN WITH EXPERIENCE OR ACQUAINTANCE IN BUILDING SUPPLY OR ARCHITECTURAL FIELDS. STATE AGE, REFERENCES, COMPENSATION REQUIRED AND EXPERIENCE. BOX 697, PRINTERS' INK.**

**NEWSPAPER WRITER & EDITOR:** Can you write a real message to the Public? Can you embellish your language with phrases that grip attention and hold the reader's interest until you have driven home your thought? A national organization of mfrs. of one of the basic industries has an opening for such a man. Here is an opportunity to make your talent pay. Future possibilities are only limited by your ability. State salary you are willing to start for. Written replies only. Address Rm. 608, 225 N. Michigan Ave., Chicago.

**Editor**—With a knowledge of mechanical or electrical engineering, latter preferred. Must write well and be able to do quality editorial work in preparation of manuscript for printer. Want man with ideas, enthusiasm and initiative. Write details, including salary wanted. Box 698, P. I.

## Young Man

preferably college trained, as assistant in advertising department of merchandising magazine; experience unnecessary, ambition and willingness to work hard essential.

Address KB, 1220 Longacre Building, New York

### MISCELLANEOUS

**BACK COPIES OF "PRINTERS' INK"** (WEEKLY), ALSO MONTHLY, complete for past three years, for sale reasonable. Payne Company, Rosedale, Kansas.

### POSITIONS WANTED

**Advertising Assistant**—All around man; has expert knowledge of copy, cuts, correspondence and make-up of publications, also familiar with detail of agencies; married. Box 700, Printers' Ink.

**Advertising Man—Successful Record**, interested part-time connections, special campaigns, retailers' and manufacturers advertising, letters, folders, catalogs. Finkel, Concourse Bldg., Jersey City, N. J.

**Advertising Assistant**—(28). Direct-mail specialist, fully competent to take complete charge of production, layouts, art, copy, correspondence. Available August 15th. Box 714, Printers' Ink.

### WOMAN COPY WRITER

Department Store and Agency Experience. Address Box 686, care of Printers' Ink.

### Mailing and Multigraph Expert

Thoroughly familiar and competent to handle a direct-mail department in the mailing, addressing and multigraph equipment, desires connection. Box 710, P. I.

### ARTIST, INDUSTRY

Specialist, with an original, personal touch, in industrial scenes, architecture, traffic, railroad, city, in pen-and-ink, etching, oil, water, etc., wants a few more connections with agencies and studios. Box 691, Printers' Ink.

## ART DIRECTOR AND VISUALIZER

Experienced in both color and black-and-white layouts, booklets, etc., through connections with Advertising Agencies and Lithograph Companies; desires new connection in New York or vicinity. Box 701, P. I.

**COLLEGE-TRAINED MAN** with five years' newspaper and advertising experience seeks position as assistant editor or copy writer. Available September 1. Box 694, Printers' Ink.

### SECRETARY

Young woman with several years' advertising and publication training. Systematizing and office administration. Capable of assuming responsibility. Box 707, P. I.

### PUBLICITY MAN

Now and for five years past publicity man for one of the largest concerns in America. Seeks change for October 1. Address Box 687, Printers' Ink.

### ADVERTISING ARTIST

Versatile—wishes to connect with a reliable concern to execute and direct their art work. Backed by a thorough knowledge of mechanical requirements. Box 685, P. I.

## To a New York Agency—

I like to say "ADVERTISE," and when I do I know HOW AND WHY. Now selling space. I know media and can write copy. I am young, educated and intelligent. My demands are modest. Can you use me? Address Box 696, Printers' Ink.

## ARTIST

wants steady position. Excellent figure and general illustration, black and white, some color experience. Reliable firm, studio or advertising agency. Address Box 712, care of Printers' Ink, Chicago Office.

**Advertising executive** of a large corporation wants to enter a smaller business—preferably manufacturing—where he can earn an interest by aiding development. He has always made good, and now at 30 is equipped and ambitious to win profits in a lifetime job rather than further promotions in his present one. Box 695, Printers' Ink.

## I Want to Grow

Is there promising job in N. Y. State for a young woman who writes good copy, understands layout, type, has had worthwhile advertising and teaching experience, some secretarial; now assistant advertising manager high-class department store? Highest recommendations. Box 684, P. I.

## Mail-Order Expert

of mature judgment and long advertising experience desires new connection offering greater opportunity than present one. Equipped to act as

### Advertising Manager

for manufacturer or distributor or as

### Account Executive

for advertising agency. Box 704, P. I.

## MAN POWER

Two men (singly or together)—singly as advertising manager, merchandise manager, sales manager, executive—together capable of complete management large business—they can cut down overhead; increase sales, create profits, all on a self-supporting basis, as they do actual work of 3 or 4 departments while managing business. Box 708, Printers' Ink.

# Table of Contents

NEW YORK, AUGUST 6, 1925

How Gordon-Van Tine Determines What Advertising Will Do.....	3
<i>G. A. Nichols</i>	
And They Say Women Don't Reason.....	10
When They Try to Rough Me.....	17
<i>Roy Dickinson</i>	
How Warehousing Costs Can Be Turned into Extra Profits...H. A. Haring	25
The Evolution of the Trade-Mark.....	36
<i>Edward I. Devlin, Jr.</i>	
Watch for the Salesman Who Gets Things Done.....	49
<i>By the Vice-President of a Machine Tool Company</i>	
Pools of White in Which to Float Important Pictorial Features.....	57
<i>W. Livingston Larned</i>	
Frenzied Merchandising .....	65
<i>E. B. Weiss</i>	
Even Banks Have a Line to Sell.....	81
The Export House Magazine as a Profit-Maker.....	89
"Reason How" Copy Will Sell Farmers...Special Washington Correspondence	95
The "Buy Small and Often" Trend Leads to New Sales Units.....	109
<i>Bernard A. Grimes</i>	
A Tailor Clothes His Letters with Homespun Sincerity...Frank M. Barber	111
Small Advertising Accounts Are Not Unwelcome.....	117
Broadcasting Doesn't Belong in Advertising Account.....	125
Now Let Us Teach Salesmen to Respect Their Rivals.....H. D. Arthurs	134
Electric Lamp Industry Adopts Simplified Line.....	147
Fire Can't Burn Up This Business.....	153
Editorials .....	168
An Unusual Opportunity for Advertising—Cash Car Sales Increase—	
The Separate Selling Company—Loading Is Lesing Its Taint.	
The Little Schoolmaster's Classroom.....	176

*You gain a big  
National Market*

# Most economically in "Household" America

**C**ONCENTRATION spells economy in marketing. This is particularly true of "Household" America—which is Small Town America—to which advertisers are turning for immediate normal market expansion.

The "Household Magazine" is Small Town America's National institution—established in this enviable position by 25 years of exclusive devotion to the in-

terests of the prosperous population of America's Small Towns.

The largest magazine of city circulation splashes over into "Household's" field only 10%, the next largest only 3%. With 128 farm papers only 51% of "Household's" circulation would be duplicated—at an enormous cost. "Household" means a rich new empire for your product at one cost.

*Let us bring you the Evidence!*



## The HOUSEHOLD MAGAZINE

ESTABLISHED 1900

1,677,418 Net Paid Subscribers,  
70% of Whom Own Automobiles

ARTHUR CAPPER  
Publisher

MARCO MORROW  
Assistant Publisher

D. M. NOYES  
Advertising Manager

General Advertising Office  
608 S. Dearborn St., Chicago

B. P. BARTLETT, Eastern Mgr.  
120 W. 42nd St., New York

The Household Searchlight, the newly founded institution of "The Household Magazine," goes far beyond the customary functions incidental to certification. It offers manufacturers a vehicle for getting their message to a great number of interested jobbers and retailers in the "Household" market.

## Fortune Smiles in the Corn Belt and makes The Chicago Territory the place to concentrate advertising and selling efforts now!

**A** VAST air of contentment breathes over the corn belt of Illinois—and prosperity has settled down in this section. Agriculture is on a better basis than it has been for years—and farmers, manufacturers, dealers, the whole organization of industry, are feeling the benefit.

"In no year since the Armistice," says Arthur Evans, who makes an annual tour of the agricultural Middle West for The Chicago Tribune, "has this region been so upholstered in contentment. Never did the fields look better.

"It is the second year of actual prosperity for the farmer. But where last year much of the new money from better prices had to be used in paying off debts, at the banks and elsewhere, and in settling up delinquent taxes, this year money is in sight for wise spending.

"Purchases of agricultural machinery are increasing. Automobile sales are good, and large numbers of shiny, new cars are parked in the market towns. The corn belt towns are brisk and business is far more active than in cities of similar size in New England and the Eastern states."

For the Chicago Territory, Corn is King. A bumper crop means prosperity not only among the farmers but in the great industries. Chicago thrives on corn. But not only Chicago.

"The towns are thriving," says Mr. Evans. Decatur, Champaign, Urbana, Springfield, Jacksonville, Peoria, Canton, are listening to the corn grow at night and watching their business grow by day.

One big dry goods merchant said that a year ago 35% of his sales were on credit; today only 20%. Mortgages have been lifted, notes taken up, back taxes paid and money is going into substantial things.

The Chicago Tribune is the great, dominating newspaper of the Corn Belt. In 1,161 towns of the Chicago territory, The Chicago Sunday Tribune reaches at least 20% of all the families. In 179 towns of 5,000 population or more the average coverage is 67% of the families. In 509 towns of 1,000 population or more the average coverage is 65%. In 642 towns of less than 1,000 population the average coverage is 47%.

Here is a great rich territory, whose prosperity is augmented by a bumper corn crop. The Chicago Territory, with only one-eleventh of the area of the United States, contains one-sixth of the population and one-fifth of the wealth. The Chicago Tribune, which has the largest city and suburban circulation of any Chicago newspaper, is read by the bankers and dealers and prosperous citizens of the five states.

Tribune men have a vitally important story of this Territory, of The Chicago Tribune's position in circulation and influence, and of the results that Tribune advertising has brought to many manufacturers. Perhaps a Tribune man will be able to show you how The Tribune can help to increase your profits.

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation more than 600,000 daily; more than a million Sunday